

THE **Laundry Journal**

A REUBEN H. DONNELLEY PUBLICATION



**SERVING
PROFESSIONAL
LAUNDRY
MANAGEMENT**

JANUARY / 1960

Reader's Guide on page 4

Why laundrymen applaud **MTD**...the best washing duet yet!



MTD—Matched Team Detergency combines the advantages of Bilt, a high-powered soap-base break product, with Orvus Hytemp Granules, a complete balanced synthetic detergent. Each product has its own special ability to loosen and suspend different types of soil. Together they create an efficient “cross-fire cleaning action” that gives you the cleanest, whitest, brightest wash possible. Customers, too, join with laundrymen in applauding MTD—the best washing duet yet! Try MTD for 30 days and you’ll quickly agree.

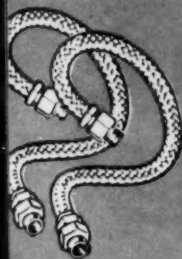
For more information and the distributor's name nearest you, write

Procter & Gamble Bulk Soap Sales Dept., Box 599, Cincinnati 1, Ohio



BISHOP Laundry WORK-SAVERS

Cut costs — boost production and profit



BISHOP Leak-Proof Laundry Flexible Hose

Bronze . . . Trouble free. No packing . . . No leaky joints. Available in sizes to fit all makes and models of laundry and drycleaning presses.



BISHOP Lifetime STAINLESS STEEL TRUCK TUB

Made of stainless steel. No rust, corrosion. In 3 sizes: B2-5 (1-2) 22" x 34" x 25" deep; B2-13 (1-3) 26" x 36" x 25" deep

STARCH COOKERS

All copper, double-walled permanently insulated. In 3 sizes: (15-gal.) B3-2, (25-gal.) B3-5, (50-gal.) B3-11.



BISHOP SUPER SPRAY BOOSTS PRODUCTION

Fits every hand smoothly, comfortably. Just grab it, squeeze it! Instant action! Lightest . . . Fastest . . . Easiest to operate!



LIQUID SOAP MAKER

Saves time and supplies. Galv. steel in 3 sizes: (30-gal.) B6-1, (60-gal.) B6-2, (100-gal.) B6-3.



BISHOP PUF-FINISHERS

Heads tilt over board; no reaching. B5-18X (shown): #3, #22, #52 heads, spray iron, spray gun.



BISHOP 3-SHELF TRANSPORTER

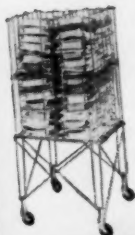
Model B29-11

For finished work. 26" wide x 18" deep x 64" high.



BISHOP SHIRTRANSPORTS

Cut handling $\frac{2}{3}$; fold up to save space. All steel. In 2 sizes: B29-50 (for 50 shirts); B29-100 (100 shirts).

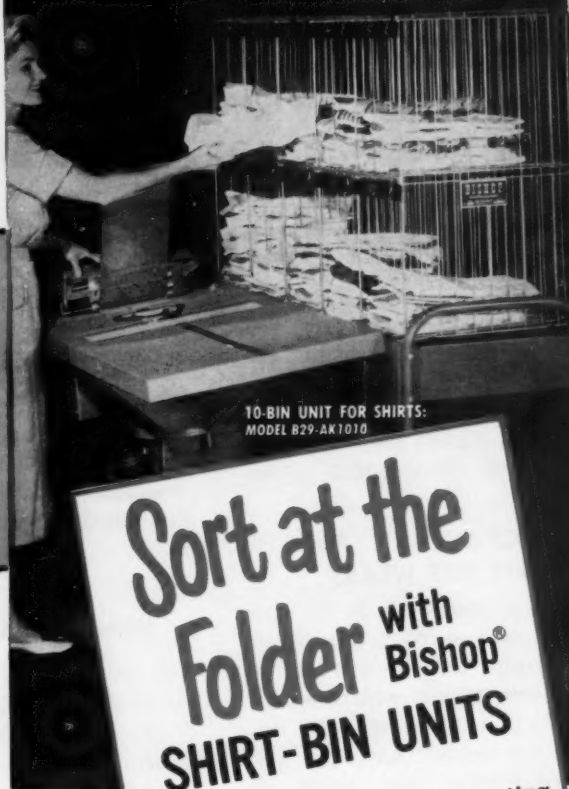


REVOLVING SORTER

50 bins in arm's reach to sort twice as fast in half space. Turns at flick of finger; holds 500 shirts. Won't tip. No. B26-10.



SAVE \$1,000 PER YEAR PER SHIRT UNIT



10-BIN UNIT FOR SHIRTS: MODEL B29-AK1010

Sort at the Folder with Bishop® SHIRT-BIN UNITS

- Eliminate cost of separate sorting
- Cut mix-ups, losses, service delays
- Save plant space, save time
- No reduction in folder's output
- For any plant . . . any lot system
- 10, 15 or 20-Bin Units

ALSO AVAILABLE FOR WEARING APPAREL

BISHOP® MultiTier™ M-S-E-C-T-I-O-N-A-L Sorter-Transporter

REMOVABLE TOP SHELF

INTERLOCKING FIVE-BIN SECTIONS

HEIGHT OF BASE IS ADJUSTABLE



Start with what you need now . . . ADD bins five-at-a-time as your needs increase. These sturdy 5-bin tiers stack and lock securely one on another to form expandable sorting units—movable on wheeled bases, or set on tables.

FOR SHIRTS —

Each bin 10" wide, 15" high, 18" deep; each tier has black identification strip.

B29-AK1010—10-Bin Unit	\$78.50
B29-AK1510—15-Bin Unit	98.50
B29-AK2010—20-Bin Unit	118.50
B29-A510—5-Bin section only	23.00
B29-K10—Base and wheels only	33.50

FOR WEARING APPAREL —

Each bin 13" wide, 15" high, 18" deep; each tier has black identification strip.

B29-AK1013—10-Bin Unit	\$88.50
B29-AK1513—15-Bin Unit	108.50
B29-AK2013—20-Bin Unit	128.50
B29-A513—5-Bin section only	26.00
B29-K13—Base and wheels only	40.50

ORDER FROM YOUR JOBBER



BISHOP FREEMAN CO.

MANUFACTURERS, EVANSTON, ILL., U.S.A.

Save \$26 to '60 FORD

That's your first saving—but not your last! Save again with over twice the front tire life! Again with 25.2% greater gas mileage! And it's all certified in tests by independent experts!

We're talking about big money . . . real money . . . *your* money! And there's no question about saving it! Of all the leading makes, Ford Light- and Medium-Duty Trucks are the lowest priced, straight across the board! But initial price savings are just the start!

TRUE TRUCK-TYPE SUSPENSION CUTS TIRE WEAR

Ford Pickups are mustang-tough—built for the roughest going, with the proven truck-type front suspension. However, some 1960 trucks use a soft-type independent suspension which wears out front tires twice as fast. Certified tests by independent research engineers* have proved this. And the difference in wear, over the life of a pickup truck, can amount to \$300 in tire savings; even more on a medium-duty truck!

*Names on request. See your Ford Dealer.

HIGHEST IN GAS MILEAGE!

1960 Ford Pickups are gluttons for *work*—not for gas! That's proved by certified economy tests of Ford's modern six-cylinder engine! It's the same dependable cost-cutter that scored 25.2% more gas mileage than the average of all competitive makes in Economy Showdown U.S.A.!

SIGNED, SEALED CERTIFIED SAVINGS!

Yes, this year, if you buy a Ford instead of a competitive truck, you can be sure to save—Ford's economy is certified! Check the certified records yourself in your Ford Dealer's "Certified Economy Reports" . . . see and drive the new Ford Trucks . . . check the price tags . . . *and you'll save for sure!*

FORD TRUCKS

\$246 on a Truck!

PRICED BELOW ALL OTHER LEADING TRUCK MAKES**



HALF-TON PICKUPS

FORD SAVES YOU

F-100 CLASS.....\$33 TO \$181



HALF-TON PANEL

F-100 CLASS.....\$40 TO \$161



THREE-QUARTER TON PICKUPS

F-250 CLASS.....\$32 TO \$185



TON-AND-A-HALF STAKES

F-500 CLASS.....\$26 TO \$246



TWO-TON STAKES

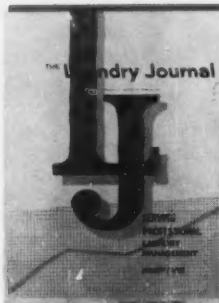
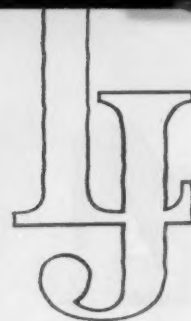
F-600 CLASS.....\$33 TO \$141

**Based on a comparison of the latest available manufacturers' suggested retail delivered prices, including Federal excise tax, excluding dealer preparation, conditioning and destination charges.

COST LESS ...LESS TO BUY...LESS TO OWN...
BUILT TO LAST LONGER, TOO!

READER'S GUIDE

THE LAUNDRY JOURNAL VOL. 67, NO. 1 JANUARY 1960
Founded in 1893 as Starchroom Laundry Journal



SPECIAL: Our New Look is only part of the extensive changes we have made to serve professional laundry management better



Sales Management: An exclusive article by laundryowner William B. Katz on "How To Work with a Part-Time Sales Manager" page 34

The Big Picture As we enter the Significant Sixties . . .

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MAIL CHANGES OF ADDRESS AND SUBSCRIPTION ORDERS TO:

The Laundry Journal, Reuben H. Donnelley Corp., 466 Lexington Avenue, New York 17, New York. Change of address should reach us one month in advance.



SUBSCRIPTIONS: United States and Canada, \$4.00 per year; foreign countries in postal union, \$6.00 in advance. Single Copy: United States and Canada, 50 cents; foreign, 75 cents. Guidebook issue: \$2.00.

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NEW "CONCEPT" IN PRESS COVERS

OUTPERFORMS ANY OTHER PRESS COVER

ON THE MARKET...IT'S BY GIBRALTAR

RESINTEX 100

LONG LASTING

Guaranteed to last at least 12 weeks
in actual operation

ALL RESINTEX 100 PRESS COVERS are equipped with a new type draw cord that will last for the life of the cover.

★

RESINTEX 100 is available with SKIRTS or PUNCHED HOLES. Also available by the yard.

TOUGH — *Stands up under any production schedule.*

FLEXIBLE — *Has plenty of resiliency and "give".*

CONSTANT QUALITY — *Due to quality control, possible because finishing operations are done in our own plant.*

ABRASION RESISTANT — *Tough fibers made tougher by Gibraltar finishing.*

FINELY WOVEN SURFACE — *Gives your work a plus... smoother ironing.*

*Sold Through Leading
Distributors Everywhere*

**GIBRALTAR
FABRICS, INC.**

254 — 36th Street, Brooklyn 32, N. Y.

NEW products and literature



OIL-FIRED WATER HEATERS

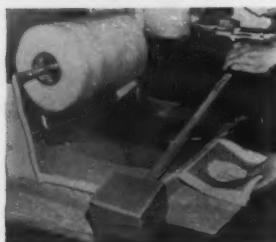
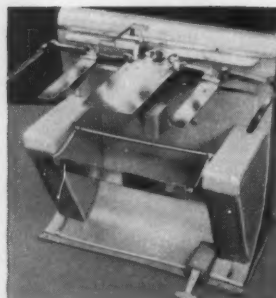
DF Series direct-fired volume water heaters are offered in four sizes from 135 to 300 g.p.h. Completely galvanized inside and out. Each equipped with anode rod. Flush jackets are insulated with fiber glass. Large storage capacities. Packaged units available prewired, assembled and crated for fast installation. ASME constructed.

Portmar Water Heater Company, Inc., 193 Seventh St., Brooklyn 15, N. Y.

AUTOMATIC SHIRT FOLDER

Compact Fold-a-matic shirt folding machine folds shirts automatically face up. Shirrtail is double-folded within 14-inch limits. Cuffs centered without crushing, sleeves brought up into fold with shirt sides. Manual operations are eliminated. Finished shirt is neat package ready for bagging.

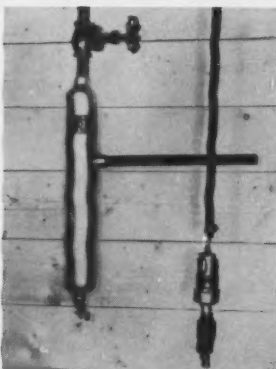
Pan-Tex Manufacturing Corporation, Box 660, Pawtucket, R. I., or Pan-Tex Manufacturing (Canada) Ltd., 5653 Pare St., Montreal 9, Que., Can.



POLY PACKAGER

Quickpak Model R-16 polyethylene packaging machine fills, closes and makes bag in one fast operation. Handles all package shapes, sizes without adjustment.

Quickpak Machinery Corp., 6039 W. Washington Blvd., Culver City, Calif.



STEAM, AIR PURIFIER

Type LCR purifiers for cleaning air and steam lines up to 2 inches in size have own liquid storage eliminating need for a drainer. Made of forged steel with stainless centrifugal elements. Designed for applications up to 400 p.s.i.g. service and 500°F. temperature. No filters, no moving parts. Complete information in Bulletin No. 503.

The V. D. Anderson Company, division of International Basic Economy Corporation, 1935 W. 96th St., Cleveland 2, Ohio.



MOBILE COIN-OPS

Scotchmaid Coin Laundry in a trailer will be leased to franchised dealers in specific areas.

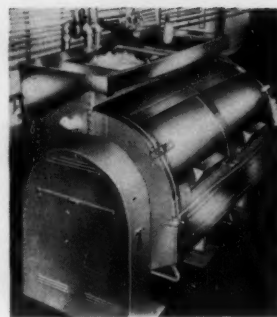
Will house 10 commercial coin-op washers, three 40-pound tumblers, water heating system, starch sink, dispensing machine.

Automatic Laundry Company, 3310 Franklin, Waco, Tex.

STAINLESS-STEEL WASHER

Hydrobot stainless-steel washer features prefill water tank on top, full-length dump valve. Sizes to 60 by 120 inches. Can be efficiently operated with 2- to 2½-inch waterline. All are custom-built with Lo-Boy feature. Literature and specifications on request.

The Hydraxtor Company, 7415 N. St. Louis Ave., Skokie, Ill.



BOX STORAGE PROMOTION

"Box Storage Care for Winter Wear" is theme of Larton Company spring promotion. Hamper-lid box holds attractive sales message. Complete box storage promotion plan is also offered.

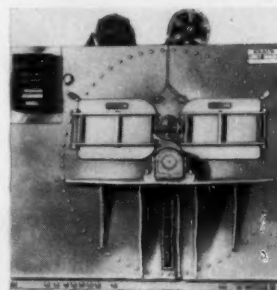
Larton Co., Inc., 4234 Third Ave., New York 57, N. Y.



COMBINATION UNIT

A 600-pound combination washer-extractor-shakeout machine has a four-pocket 72-inch diameter cylinder. Requires only about a third of space used by conventional equipment. Designed for loading and unloading of netted work by two persons in eight minutes. Processes entire load in about 45 minutes.

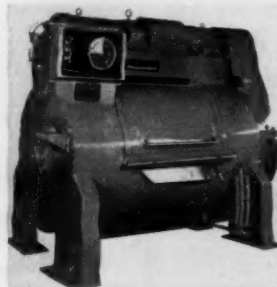
G. A. Braun, Inc., Empire Bldg., Syracuse, N. Y.



INDUSTRIAL CLEANING UNITS

A line of fully automatic equipment specifically adapted for industrial drycleaning incorporates new operating procedure and filtration methods. Available in capacities of 40 to 120 pounds for synthetic solvent, up to 450 pounds for petroleum solvent. Particularly suitable for overalls, wipers, gloves. Brochure CL-40 offered.

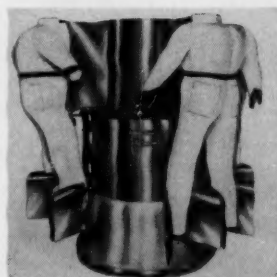
Washex Machinery Corp., 192 Banker St., Brooklyn, N. Y.



COVERALL FINISHER

Unipress Cover Roto coverall finisher occupies only a 9-by-

Continued on page 10





You can't mend lost profits. *Every patched uniform means a hole in your profits. See how Acrilan* can save money for your rental business*

We don't have to tell you how much it costs to patch uniforms. Or that customers *reject* patched uniforms, and you have to keep replacing them.

Why not start out with uniforms that *resist* grease and acid, and cut down these costs? Why not switch to uniforms of Acri-Chino (50% Acrilan acrylic fiber, 50% cot-



ton), as a lot of smart rental laundries have? In actual field tests, Acri-Chino uniforms *outwore* ordinary uniforms 4 to 1. Resisted grease, acid, and snags far better. *Looked* better because they resist wrinkles. Saved on *finishing* costs because they often need no ironing. How about it? Don't the savings on Acri-Chino make good, sound sense?

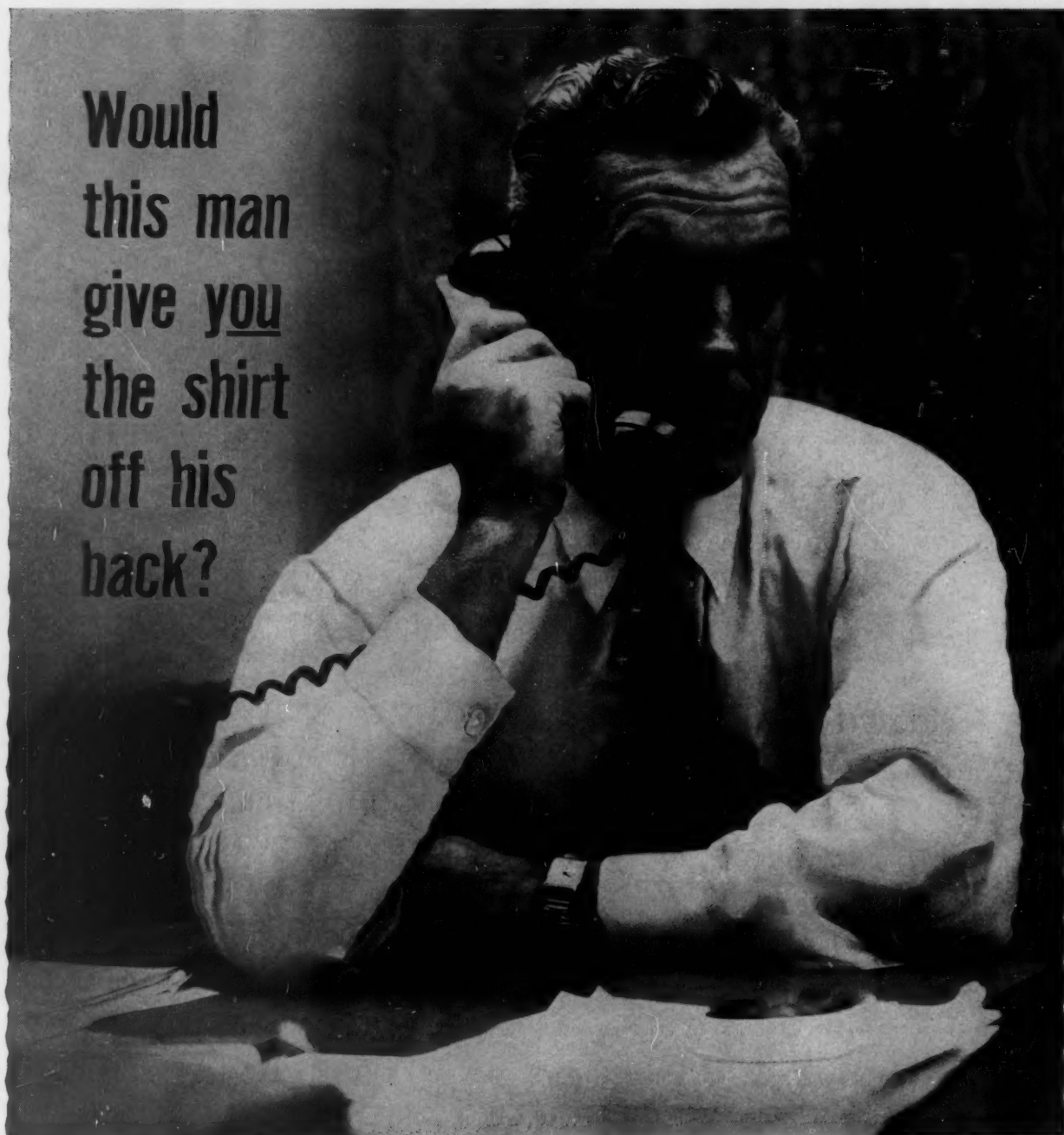
*Registered trademark of The Chemstrand Corporation for its acrylic fiber.

Chemstrand makes only the fiber; America's finest mills and manufacturers do the rest.

THE CHEMSTRAND CORPORATION • GENERAL SALES OFFICES: 350 FIFTH AVENUE, NEW YORK 1, N. Y.

DISTRICT SALES OFFICES: 350 Fifth Avenue, New York 1; 34 Overwood Road, Akron, Ohio; 197 First Avenue, Needham Heights, Mass.; 129 West Trade St., Charlotte, N. C.; California Office: 707 South Hill Street, Los Angeles 14 • Canadian Agency: Fawcett & Co., 34 High Park Blvd., Toronto, Canada • PLANTS: ACRILAN® ACRYLIC FIBER—Decatur, Ala.; CHEMSTRAND® NYLON—Pensacola, Fla.

Would
this man
give you
the shirt
off his
back?



You can tell a lot about this man at a glance —fastidious, self-assured, successful. Perhaps he's also one of your best customers. If so, he probably judges your ability by the way you launder his shirt, because nothing can make the well-dressed man more ill-at-ease than a shirt not done to his liking.

Today more and more professional laundries and cleaners are turning to Huron

Instant Starch or Velvet Rainbow® Starch. They have found Huron Instant Starch dissolves readily in hot or cold water, requires no cooking, yet meets the same standards of quality that you have come to expect in Velvet Rainbow. Whether you use H.I.S.® or Velvet Rainbow, you can be sure of the best—sure of customer-pleasing quality whenever you specify Huron.

Write to Hercules for the name of the nearest distributor of economical Huron® commercial starches.



Huron Milling Division, Virginia Cellulose Department

HERCULES POWDER COMPANY

INCORPORATED

900 Market Street, Wilmington 99, Delaware



VHED-4

Here's what ONE MONTH'S Econ-o-wash promotion looks like { and why it was "MERRY CHRISTMAS" all DECEMBER long for franchised Econ-o-wash laundry owners.

National Advertising:

McCall's... favorite of over 6,000,000 women (and their families).

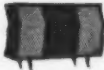
TV GUIDE... over 22,000,000 advertising impressions! 3 successive ads, with local addresses of every franchised Econ-o-wash laundry.



Window and Wall Displays:



plus individualized

handbills, radio commercials and newspaper ads... **and** an exciting **contest** for Econ-o-wash owners that everybody won! Just for entering, each franchised Econ-o-wash owner got a free subscription to McCall's. And to the owner doing the best promotion—a beautiful  Zenith Stereophonic Console as first prize!

There's still time to get in on 1960 promotion. **Mail this coupon today!**

During 1959, franchised ECON-O-WASH laundry owners got the biggest and best promotion in the industry. (Over 50 million advertising impressions!) And their traffic and profits prove it! What you see here is only one month's promotion. And with the end of one promotion comes the announcement of the next! Soon you'll be hearing about Spring 1960—when ECON-O-WASH makes history with the biggest, most exciting promotion ever known in the laundry industry!

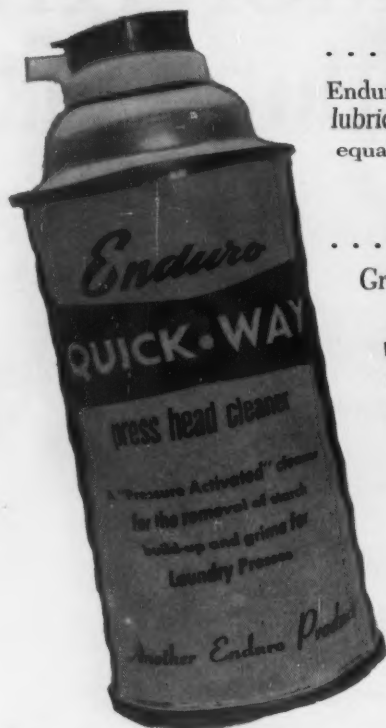
SEE US AT THE AIL SHOW IN FEBRUARY.

January, 1960

Econ-o-wash COIN OPERATED LAUNDRIES
The Small Equipment Company—Dept. A
Division of The American Laundry Machinery Company, Cincinnati 12, Ohio
I'm thinking about opening a coin-operated laundry. I'd like more details on the ECON-O-WASH Franchise—in time for your big Spring Promotion!

NAME _____
TITLE _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____

HERE'S A QUICK WAY TO . . .



. . . SAVE ON COSTLY PRESS SHUTDOWNS.

Enduro Quick Way will keep your press heads shining clean and smoothly lubricated. No more costly long delays for cleaning. Quick Way works equally well on hot or cool head.

. . . IMPROVE FINISHING QUALITY.

Grime and starch on your press heads can ruin the quality of your work.

ENDURO QUICK WAY comes in a handy aerosol can for your convenience. Just press the button and the quick spreading foam is ready to work. Then just wipe it clean—that's all.

Here's the best part—**ENDURO QUICK WAY** costs only two cents per press per application!

Your local jobber will give you all the details on **ENDURO QUICK WAY** and all the other quality **ENDURO** products for the laundry industry.

ENDURO products are made by The Aurora Manufacturing Corp., 74-76 Wythe Ave., Brooklyn 11, N. Y.

Continued from page 6

12-foot floor area, is handled by one operator. Speed of rotating unit can be adjusted according to need. Garment lays are made at shoulder height. Unit's four hangers finish four garments per cycle. All sizes 32 to 60. Hangers open automatically on approaching operator. All moving parts grease-sealed lifetime lubricated ball bearings.

Unipress Company, 2800 Lyndale Ave. S., Minneapolis 8, Minn.

PAN-TEX ADDS BRITISH UNITS

Pan-Tex has gained exclusive sales rights for the Broadbent Versatile line of perchlorethylene equipment. Line consists of 40-pound "hot" unit and 45-pound drying-recovery tumbler. Former provides dry-to-dry operation with fully automatic cycle in open-pocket, reversing, stainless-steel cylinder. Single charge filter with 2,000 g.p.h. capacity is automatically cleaned after every load.

Units are manufactured by Thomas Broadbent & Sons, Ltd., Huddersfield, England, and are

intended to supplement the

Pan-Tex line of perc machines. Pan-Tex Manufacturing Corporation, Box 660, Pawtucket, R. I.

PACKAGE BOILER BULLETIN

Continental Automatic package boilers, 15 through 600 hp., described in a new four-page bulletin (BE-400). Illustrated specifications make it a useful compact reference source. Complete tabular information, dimensions, burner principles in detail.

Boiler Engineering & Supply Co., Inc., Phoenixville, Pa.

GRANITE-TOP NETS

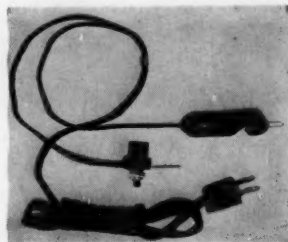
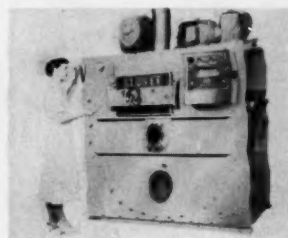
Granite tops are now standard on Gibraltar nylon nets. Design assures easier, faster pinning, correctly and in the right place. Resist chemical and abrasive damage. Available in white, red, blue, gold, green, brown, orange, violet, black. Grommet Grip can be added at slight extra cost.

Gibraltar Fabrics, Inc., 254 36th St., Brooklyn, N. Y.

COMBINATION UNIT

Laundry Washer-Extractor offers production of 600 pounds per hour, requires floor space of only 78 by 62 inches. AIL test reports show 97 percent whiteness retention, water consumption of only 2½ gallons per pound of load. Available in automatic, semi-automatic, fully automatic models with Glover Auto-Trol used on automatic and fully automatic. Cylinder depth 36 inches, diameter 60 inches, capacity 300 pounds.

Bill Glover, Inc., 5204 Truman Rd., Kansas City, Mo.



LAUNDRY ACCESSORIES

Electric Blanket circuit tester checks electric blanket wiring in 15 seconds. Portable plug-in tester can be used in any 110V outlet. Has 6-foot heavy-duty cord, neon lamp, normally open momentary contact switch with plated probes.

Hand sealer kit for polyethylene packaging includes hand sealer with Teflon-coated wheel, bar guide, mounting bracket,

tube of Dow Slipicone releasing agent.

Thread rack of heavy welded wire holds 32 spools or bobbins. For bench, wall, table-edge mounting, 15 inches high, 15 inches wide, 2 inches deep.

The Keyes-Davis Company, P. O. Box 155, 74 14th St., Battle Creek, Mich.

REG. U.S. PAT. OFF.

Just one strip of **SCOTCH BRAND** Cellophane Tape

... seals the bag

... holds the ticket

... makes a
handle

Here's the easiest way to package shirts for your carry-out customers. Use transparent "Scotch" Cellophane Tape to seal the kraft bags, attach invoices and make convenient carry-out handles. Fast? "Scotch" Brand has been proved 3 times faster than string, twice as fast as gummed tape. And you actually save up to 40% or more over other sealing methods because "Scotch" Brand sticks at a touch to paper, polyethylene or cardboard.

REG. U.S. PAT. OFF.

SCOTCH BRAND Tapes

for the Laundry Industry

"SCOTCH" IS A REGISTERED TRADEMARK FOR THE PRESSURE-SENSITIVE TAPES OF THE 3M CO., ST. PAUL 5, MINN. EXPORT: 99 PARK AVENUE, NEW YORK, CANADA: LONDON, ONTARIO.

MINNESOTA MINING AND MANUFACTURING COMPANY

... WHERE RESEARCH IS THE KEY TO TOMORROW



FOR 29 YEARS WE'VE SAID

➤ ➤ *Consult*



Your Jobber

Today, as in the past, Cissell quality-built equipment is sold and serviced by leading jobbers located throughout the United States and other parts of the world. These jobbers have, through the years, been carefully selected by Cissell for their knowledge . . . their "know how". . . of the laundry and cleaning industry and the equipment used by it.

Whenever you want the complete story on the advantages of Cissell equipment, we suggest you consult your jobber. He *knows* . . . and he'll be happy to tell you.

And remember, when you've made your final decision to *buy* Cissell equipment . . . "Consult Your Jobber." It's the *only* way you can obtain equipment built and backed by Cissell . . . the QUALITY LEADER!

CISSELL EQUIPMENT KNOWN AND USED THE WORLD OVER Laundry and Drycleaning Dryers

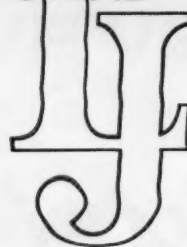
- Form Finisher • Offset Press • Vacuum Spotting Board • Puff Irons • Steam Finishing Board
- Steam-Electric & Electric Irons • Cuff Brusher • Garment Dryer • Water-Spray Guns • Sleeve Finisher
- Garment Conditioner • Hosiery Dryer • Steam Spotting Board • Spotting Units • Pre-Spotting Unit
- Ironing Boards • Boiler-Return Systems • Water Level Controls • Boiler Feeders • Sizing Tank • Time Switches
- Coin-Meter Dryers for unattended stores and laundrettes
- Coin-Meter Washer Timers for unattended stores and laundrettes

W. M. CISSELL MFG. CO., INC. — LOUISVILLE 1, KY.

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles.

Foreign Distributors write Export Dept. — Cable Code "CISSELL".

CISSELL



A Challenge to Management

CHANGE CAN BE a good thing . . . if change is made for a reason and with a definite purpose. There have been many significant ones in our economy and in our industry since this publication was founded 67 years ago.

It's happened in all facets of the field. There has been tremendous growth of linen, diaper and industrial laundering. There have been great developments in the stature and responsibility of the institutional laundry manager. In the family laundry field the big have grown bigger; this as a result of consolidations and expansion.

Because of this, there is a vital need for management information in the form of a business publication service that until now has not been available to the industry. And this guidance is a must for all facets of the industry. There is a unanimity of need.

As of this issue we will bring you, Management, that service. To help you gain a fresh outlook, to dramatize the industry's need for thinking and action, we've completely changed the appearance of the magazine.

More than that, we've dropped the name by which this magazine has been known and respected for nearly 70 years. The word STARCHROOM just doesn't fit any more. From now on this is THE LAUNDRY JOURNAL.

From now on, every page will be devoted to information for Management. It will be written for the man *who gets things done through other people*. More and more articles will appear concerning personnel problems, greater production efficiency, capital investment ideas, taxes, pension plans, and new avenues for more revenue, to name a few.

It is all done with one purpose in mind: to help and guide you through these changing times. The years ahead are a real challenge. Wash-and-wear, paper substitutes, do-it-yourself laundering by consumers are all part of the challenge. It is our belief that the problems facing professional laundry management can be solved *only* through creative management and skill.

Purposely, the new concept of this publication comes at the beginning of another decade. We want it to represent a brand-new era in laundry management. You will accept, we hope, these fresh ideas in THE LAUNDRY JOURNAL as symbolic.

Read this issue carefully, with one thought in mind. The changes we have made are to signify to you—and you alone—the need for a higher level of laundry management skill and endeavor.

It isn't easy to give up old concepts. There's nothing more comfortable than an old slipper. But today we all need track shoes. We will have to run as hard as we can, just to stand still in the Sizzling Sixties.

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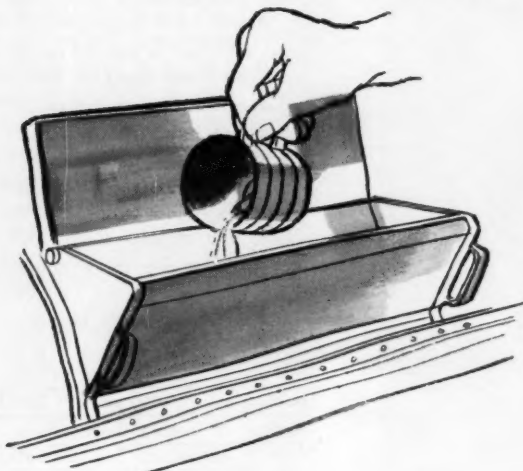
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THE LAUNDRY JOURNAL

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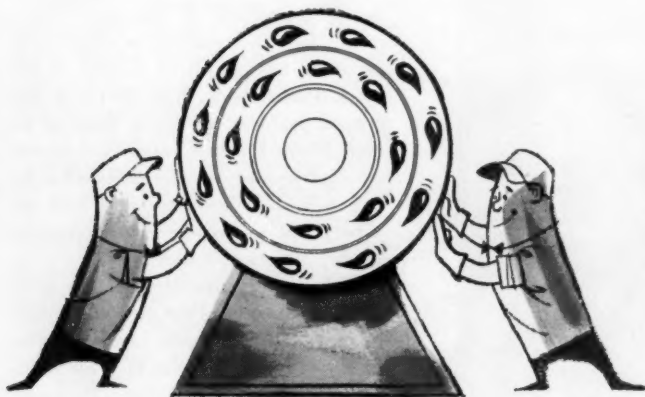
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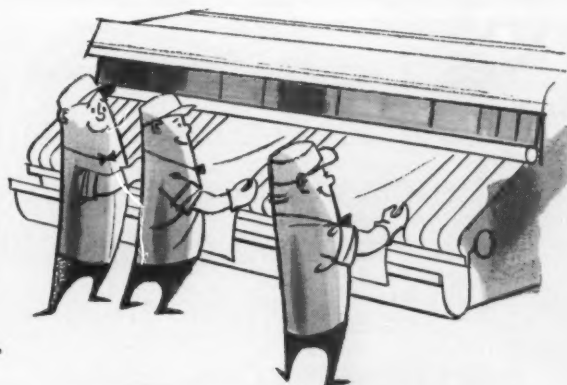
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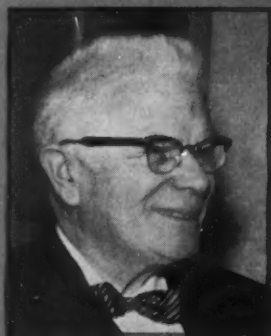
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Specialists in laundry washing products

Has the Laundry Industry A Future?

Here is what two leaders
in the field have to say...

YES, if we can provide service which is convenient for the class of customer we want to serve, and actively sell that convenience.



by JOHN CARRUTHERS

John Carruthers, regarded as the dean of laundry accountants, is the head of John Carruthers & Company, Boston.

In this article he traces the history of our industry and suggests some basic reasons why public attitude toward laundering has changed.

This article is reprinted by special permission from the October 1959 issue of Carruthers' Bulletin.

THIS ARTICLE is purely speculative. It is not an attempt to PROVE anything. If it leads the reader to think constructively about the industry, it will have accomplished its purpose, whether or not the reader agrees with the conclusions of the writer.

Laundering, as a service performed *outside* of the home, is said to be the world's second oldest profession. It was never a necessity because water could always be brought to the home where the clothes were, although it was many times more *convenient* to take clothes to the water to be washed. Thus, while laundering as a function of civilization is a necessity, the place and manner in which it is performed is, and always has been, a matter of convenience, with relative cost a secondary but important consideration. Therefore, the basic conflict in respect to laundering methods is whether or not it will be performed inside or outside of the home. It is only when that conflict is resolved in favor of having all or a part of the work done outside, that the much discussed problems of partly finished vs. completely finished services, low-cost vs. high quality work, cash-and-carry vs. delivered bundles, and fast vs. slower but less costly service, become of any practical importance.

The laundry operators of the prosperous Nineteen Twenties were right in recognizing that the ideal objective of the industry was "to take all of the laundry out of the home." However, they did not know that automatic washers, which would reduce labor in home laundering, and rapidly increasing wages in the laundry industry were right around the corner and in combination would make this objective an impossible ideal.

HOME LAUNDERING IS TRADITIONAL

The laundry salesmen of two generations ago were not only competing with the poor woman who took in washing but with the tradition that it was the duty of the housewife to do the family washing and ironing and that one who neglected that duty was lazy. Most families of the upper middle class could afford maids who

SIGNIFICANT SIXTIES . . .

worked by the week rather than the hour for very low wages. They usually did the family washing as a part of their jobs, so that the labor cost of home laundering could be ignored. When housemaids became scarce and prohibitively expensive and their professional counterparts, the public washerwomen, almost disappeared, the laundries missed their first bet by abandoning the public relations field to the home washer manufacturers who very effectively sold the American housewives the idea that by use of automatic washers and driers, they should take over the task formerly performed by their maids. The power of mass advertising which the laundry industry could not hope to equal, plus innumerable articles in women's magazines together with instructions of home economic teachers in high schools and colleges, led young women to assume that laundering should be done in the home as a matter of course and that they were fortunate to have the use of automatic equipment which took much of the labor out of the age-old task.

Very occasionally some progressive laundry managers have arranged visits to their plants by high school girls. It is doubtful if one out of every hundred high school girls have ever visited a public laundry as a part of their education, and even more doubtful if future home economics teachers have ever had a fair exposure to public laundering methods in connection with their college education. Allowing for the fact that a very large proportion of laundering always has been and probably always will be done in the home, it is fair to state that individual laundries generally have failed to take advantage of opportunities to favorably influence housewives to have a larger proportion of laundry work done outside of the home.

COIN-OPS ARE COMPETITION— TO WHOM?

Having "missed the boat" when housemaids became prohibitively expensive for upper middle class housewives, many laundryowners are showing indications of missing it again on

the return trip; not only by failing to take advantage of public acceptance of coin-operated laundry stores, but by attempting through legislation to limit hours of operation and requiring unneeded attendants in an effort to make this type of operation prohibitively expensive. Coin-ops are competition, but aren't they really competition to home washers and driers rather than to public laundries? The public has already rejected damp wash service as a low-priced method of getting the heaviest part of the laundry work done. Furthermore, the rapid increases of delivery costs, the disinclination of routemen to handle damp bundles and customer demands for irregular and quick service, have made Damp and Thrifty Services unprofitable at what customers regard as high prices.

Coin-ops, like call offices and drive-in laundry and cleaning plants, have been profitable if well-located, clean (with adequate parking spaces) and well-operated. Their popularity, mostly with customers who do not patronize public laundries regularly, has demonstrated that many housewives are willing and perhaps eager to take laundry out of the home, if there appears to be any advantage for them to do so. The reason is not primarily price, because many disregard the cost of home laundering which is divided among several other household bills. Soap is in the grocery bill; heat and power are in the electric bill; water doesn't cost much and is in the water bill—or in the rent; the machine was paid for when the house was bought and costs nothing until it breaks down or wears out; and the labor costs nothing but time—but, wait a minute—it may take all day to tend the washing machine and drier at home.

However, at the coin-op, by using several machines, the whole week's work can be done in a little more than an hour; and part of that time can be used in shopping, going to the hairdresser or maybe gossiping with a friend, with coke and candy in those convenient little machines, and the laundry can be done any time during

the day or night that may be convenient. Of course, the coin-op does cost more money than doing the work at home but it is only a dime or a quarter at a time, not much more than cigarettes, which you can buy in the convenient vending machines and, if you don't have the right change, the little coin changers are so convenient—and it isn't all extravagance because it must cost something to wash and dry at home. A direct dollars-and-cents measure now exists by which the customer can decide whether or not complete laundry service justifies (not the whole cost) but the difference between the coin-op charge and the laundry charge. Furthermore, we already have taken the laundry out of the home, which brings the customer one step nearer to the professional laundry.

COIN-OPS PLUS CALL OFFICES OR DRIVE-INS?

The profitability of coin-ops, call offices and drive-ins is primarily determined by the number of customers that can be attracted to the location. Any of these types of outlets can be highly successful with sufficient volume. Any, or all, will be unsuccessful if volume is insufficient to pay for rent or its equivalent plus direct expenses. Many locations, while apparently desirable, will not attract a sufficient amount of business to assure profitable operation for any one of these kinds of operations separately, but in combination with others, might become profitable. Also, a coin-op, attached to a call office, drive-in or laundry plant, becomes a constant reminder that there is a convenient place to have shirts, flatwork or dry-cleaning done. It suggests that a convenient alternative exists when because of sickness, travel, other commitments, or perhaps improvement of economic status, the laundry may be an attractive substitute for a "do it yourself" task. Laundries used to regard damp wash as the first step toward the development of a good laundry customer. Is not the coin-op, particularly if adjacent to a laundry

Has the Laundry Industry a Future...

pickup station, an even better and more profitable substitute?

THE MEANING OF CONVENIENCE

It is not the purpose of this article to convince anyone that coin-ops are necessarily the answer to the success problem for laundries generally. The success of many of these operations, particularly when established by laundryowners, simply points out that this is at least one means of getting some of the laundry out of the home and perhaps eventually into public laundries. The words "convenience" and "convenient" appear several times in this article because we believe that to be the controlling reason why laundering (an essential service) is performed for what is to the individual customer the most convenient way.

"Convenient" means many different things for many different people. For example, for some, delivery service and charge accounts are convenient and regularity and consistency of delivery is more important than quick service. According to census reports, about two-thirds of laundry customers and about a third of drycleaning customers are in that class. To others, accessible drive-ins are more convenient, particularly if quick service is available when requested. The people who prefer to take their work to a laundry or cleaner when they feel like it also want to have the bundle ready when it is *convenient* to call for it. Convenience also means accessibility of location and intelligent and quick service from routemen, attendants, telephone operators and others with whom the customers have contact.

It does not necessarily follow that every laundry and drycleaner must suit every possible customer's convenience. To do so would involve excessively high cost of service, which might make the entire operation unprofitable. It behooves each manager to decide as a matter of policy the class of customer that he wishes to serve. It may involve a decision that it is more profitable *not* to offer some kinds of service which may be desired by a smaller group of customers—even at the risk of losing some customers.

For example, nearly all the family laundries in one of the Eastern metropolitan areas (although on a seven-day delivery plan during and after World War II) have concentrated on drycleaning sales during recent years, allowing their route schedules to be broken down in order to give quick service on drycleaning and laundry work when requested. Two of the leading laundries decided, as a matter of policy, to stick to their seven-day schedule and only accept drycleaning on regular route schedules. The result, a very slow growth in drycleaning—much less than their competitors—but a very much greater growth in laundry service than any of the other plants in the area. If known, the profits of these two plants (which were in no way connected with each other) would be the envy of any of their competitors.

What does this prove? Nothing, except that if management wants to build drycleaning volume fast, it should give fast service. Perhaps the increase in laundry volume was due to the fact that the routemen *had* to sell laundry service to keep their volume and their jobs and they were handicapped competitively by being unable to sell quick-service drycleaning. The additional profit was, of course, the result of a delivery cost two or three percentage points lower than their competitors'.

JUST PLAIN SELLING NEEDED

Just over seven years ago we moved into a new house in a well-established neighborhood in what is regarded as one of Boston's best suburbs. The house was under construction for four months and it is reasonable to assume that routemen from various companies serving the community must have noted the building progress. The morning after we moved in, two milkmen and three bread salesmen solicited us. How many laundries? None. How many in the seven years since then? A perfect score—none.

Some time in the future we will all sleep on paper sheets and wear paper clothing, but that time is not yet, and it may be many years before they will be accepted by the public. In the

meantime, there will be plenty of business for the well-managed plants—if they go after it! And go after it *now*.

WHAT ABOUT QUALITY?

An almost universal complaint that has been made against laundry service has been that with more automatic finishing equipment and less interested employees, the quality of laundry and drycleaning work is not as good as it used to be. This is probably an inevitable consequence of the machine age and is a part of the constant effort of management to keep costs (and prices!) as low as possible.

Each year a larger percentage of the American people is entering an income group which enables them to buy the quality of service they want (if obtainable) with little if any regard to price. Few laundries or cleaners have made serious attempts to invade the quality market. It is only in the very large cities that this market would be sufficiently large to permit a sizable plant to concentrate on near-perfect quality. However, almost any plantowner can, if he wishes, establish a department equipped to do the best possible quality of work which can be sold at prices sufficiently high to produce a very satisfactory profit. One of the best ways to combat quality criticism of standard work is to have available, for those that want and can afford it, a service which meets the standards of the most discriminating.

Has the laundry industry a future? For those who lose courage whenever sales drop a few percentage points for a few weeks, there is no future but sale, liquidation or bankruptcy. The sales and profit problem for many is tough, but not as bad as the competition between hotels and motels or between indoor and open-air movies, with television as the big, bad wolf in the background. Perhaps some time in the distant future all of us will sleep on paper sheets and wear discardable paper suits—and like it! Until then, those who regard one of management's principal functions to be to surmount obstacles will have reason to be quite happy with their part in the industry's future. □□

YES, if we adopt the industry's Public Relations program now and continue to look for better, faster, more economical ways to serve our customers.



By DAVID P. WALLACE, JR.

AS YOUR GUEST on the crystal ball I am speaking to you not as president of AIL but simply as Dave Wallace, who operates the Progress Laundry and Cleaning Company of Dallas and Waco, Texas. However, to correctly give credit where credit is due, I must say that in the preparation of the "Crystal Ball" gazing I asked the opinion of members of the AIL board of directors, the AIL staff, and other close and successful friends of mine who just happen to operate laundries. In general, this is a compilation of the opinion of these gentlemen put together by myself. However, I take full responsibility, and if you disagree, you must disagree with me.

Before looking deeply into the crystal ball I would like to make this one brief statement: The future of the laundry industry as I see it today concerns primarily the family laundry problem. So my gazing will concern only the professional family laundry operation.

A crystal ball can be used by the fortune teller in two ways—sometimes a look at the past can help to foresee the future, and we know history repeats itself.

From the past we can and should learn, at least, we should not continue to make the same mistakes.

The past few years have seen a number of changes in the laundry industry. To some extent these changes have been made to meet the changing patterns of living and buying habits of our customers. Some fine developments in equipment and supplies have helped to offset the ever upward spiraling costs of labor, supplies, taxes, insurance, etc. Despite some fine efforts on your part and by laundry management, profits

have continued to decline, as has physical volume in our plants.

WHAT'S HAPPENED TO FAMILY VOLUME?

Obviously, some portion of it has flowed from the family plant over into other facets of the textile maintenance industry, but the major portion of this lost family volume has been lost by our industry to other methods of handling the family laundry.

While the living and buying habits of our customers change, the basic principle of spending your dollar where you believe you get the most for your money does not change. So I think we must admit we have done a poor job of keeping our costs in line with our competition, and certainly we have done a poor job of selling our service.

Today, professional laundry service is not a necessity in the home—it borders on being a luxury. Even the slightest decline or recession of our national economy seriously affects our sales dollar. To some extent these lost sales do return to our plants when the economy turns upward, but our industry stands in a precarious position. Profit margins are so close and our market is quick to change to so-called less expensive methods of doing the family wash.

ECONOMIC FACTORS AFFECT SALES

The economic factors affecting family laundry sales are the most important factors in today's picture. We have lost volume to quick-service wash-and-dry laundrettes and coin-operated self-service plants, and certainly to home methods. There are two basic reasons for this and they

David Wallace, Jr., is the president of the American Institute of Laundering as well as the Progress Laundry and Dry Cleaning Company of Dallas and Waco, Texas.

These observations are from his "Crystal Ball Speech" presented at the recent Laundry and Cleaners Allied Trades Association convention at Washington, D. C.

These observations incorporate his own ideas as well as the views of the AIL board of directors and staff about the industry's future.

are both economic. First, it is a cheaper method—perhaps not quite what the homemaker desires so far as quality is concerned but at least it is acceptable at the price. Second, it is faster, which is essential with the low inventories of linens and wearing apparel—particularly children's clothing. The young homemaker cannot afford to wait even two or three days for service. This is an economic factor. In short, we have not been able to give the consumer as much for her dollar as she believes she secures elsewhere.

The economic factors, coupled with psychological factors pointed out in the motivation research study, have combined to bring this picture before our eyes. Since 1949 total sales in family laundries have increased 13 to 15 percent, prices have increased 35 to 40 percent, physical volume has decreased 15 to 20 percent in professional laundries. This trend has caused

Has the Laundry Industry a Future...

many liquidations, consolidations, and much diversification—and very few new professional laundries have been opened. My own home, Dallas, economically is one of the brightest spots in our nation. Population has boomed—yet today there are eight fewer family laundries in Dallas than there were in 1949 and no new plants have been built.

Statistics compiled by our AIL accounting department show that in spite of 35 percent to 40 percent rise in our prices, fixed costs have risen percentagewise and are 1 percent higher than they were in 1949. There is nothing in my book to indicate we can expect costs such as taxes, insurance, rent or depreciation to cease going up or even level off. The variable costs likewise have risen with the price increases and, in fact, have surpassed price increases to the point where our percent of profit is at the critical point.

PR PROGRAM AIMS AT BUILDING VOLUME

The laundry industry must face the facts. Our variable costs must be reduced. How can this be accomplished? First, there is nothing wrong with our plants that increased physical volume will not help—certainly it will reduce fixed costs and variable costs as well. The PR program is pointed to this end, and if adopted by enough of our industry can certainly help more quickly than any other method open at present. A 5 percent or 10 percent increase in physical volume would improve the economic position of our industry to the point where it might be financially able to tackle some other serious problems. We hope the PR program can accomplish this.

What would this increase do? From a machinery standpoint it would mean possibly replacing some equipment with new and possibly more efficient equipment. However, surveys made by the Armour Research Foundation indicate family laundries, on the av-

erage, have sufficient equipment in their plants at present to handle an additional 20 percent in volume, without increasing the work week. So you can draw your own conclusions.

Supplies would naturally increase with tonnage in nearly the same ratio so there's small hope here.

SOME LIKELY SALES TARGETS

But let me give you some facts taken from a recent survey made by *Good Housekeeping*, in which one section refers to items sent to commercial laundries as against those being laundered at home.

	At Home	Commercial Laundry
Bed linens . .	86%	14%
Table linens .	90%	11%
Towels	93%	7%
Work and play clothes . . .	93%	6%

Here is a tremendous challenge to our industry — a market scarcely scratched.

RESEARCH VITAL TO FUTURE GROWTH

So what do the next 10 years hold in store for us? Some help will certainly come from our fine public relations program, particularly to those plants that can soon adopt this program on a local level. This is the best hope we have for immediate help but it cannot solve the long-range industry problems. It appears there will be more liquidations, more consolidations, more fields of diversification. No force strong enough to stop this trend any time soon is now active in our industry. Whether it can ever be stopped depends on how well laundry operators, manufacturers of equipment and supplies, and the molders of public opinion and habits work together. Laundrymen and allied tradesmen must determine to work together to find better, faster, more economical methods of serving our customers. If we had the following as a result of

more mechanization and automation what would the future hold?

1. A continuous washing and ironing process for flatwork and tumble work, wherein production can well exceed 1,000 pounds POH.
2. An automated shirt finishing line with a potential production of 200 shirts per operator hour.
3. Finishing equipment for wearing apparel which could at least double capacity.
4. Automatic distribution of shirts and wearing apparel through use of magnetic ink or some similar device.
5. Operation of plants and equipment 24 hours per day.
6. Productive labor only 3 to 5 percent of sales.
7. Pickup-and-delivery a matter of hours rather than days due to high productivity.
8. Selling prices so low and service so fast as to make obsolete all home washing equipment.

You do not need a crystal ball to answer what our industry's future would be. These developments are possible—well within the realm of reality. This type of automation can only come as a result of research. It is costly and it takes time. Both laundrymen and manufacturers must determine to put a much greater percent of their sales dollar into research. It will be the best investment we can make.

If we shake off the feeling of defeatism and put our shoulders to the wheel of progress, the next decade will see the greatest growth our industry has ever known. We will be as essential a service to our community as the public utilities and, most important of all, we will render a valuable service to our fellow man. □□

... PR and Research may hold the answer!

As we enter the Significant Sixties...

Here Are Some of The Men To Watch



by THE LAUNDRY JOURNAL STAFF

George Isaacson, newly elected general manager, American Institute of Laundering, is the man on the spot. AIL's board of directors would like to see the MR/PR program for family laundries really take hold. While some 800 plants support the program now, increasing this number during the recommended five-year test period will be a problem. If the program fails, there has to be something better to replace it.

Maintaining AIL membership is another problem that directly affects what and how much the Institute can do in the way of providing needed services. At the present time, the brightest prospects for membership are the growing number of institutional laundry managers. But some LM's are wary of joining a commercial-laundry-supported organization. And some of those who do belong think they get very little for their dues.

Some of AIL's attitude towards wash-and-wear still rattles some of its regular members and there are other problems. The Institute needs members, ideas and dynamic leadership. George holds the key.

Ed Mall, president, Llewellyn's Laundry, Louisville, Kentucky, is a one-man trend-setter. He was one of the pioneers in drive-ins, package plants, coin-operated laundries. And is the originator of the current idea of selling guaranteed shirts by professional laundries. Now, while most plantowners are waiting to see what impact the coin-op drycleaning plant may have, Ed Mall has already begun a "wetwash" drycleaning service to head off possible competition from this source. What next?

The Birer brothers (Robert, Elia and Stanley) are the Wonder Boys of the industry. They started with a plant in Hempstead, New York, and within the past three years have acquired a string of seven plants across the country. These include family plants as well as linen and diaper, bearing such well-known names as Stapleton's, Matmillers, Chapman's and Mike Dodge's operation in Fresno, California. The Birers are young, impressive, decisive. And they are still in the market to buy more plants. (Possibly in Florida or Texas?) But they are interested only in plants that are grossing at least a million dollars a year. They think Big.

Robert Dobson, Director of Laundries, New York City Hospitals, is a gladiator. He was elected president of the National Association of Institutional Laundry Managers

for two years because its members believe he is best able to fight their battles with would-be commercial competitors. The proposed closing of VA hospital laundries is a case in point. Thus far, only five have closed their doors and this for purposes of running comparisons tests of in-plant vs. out-plant costs.

Mr. Dobson is a truth-seeker and pulls no punches in speaking his mind or in getting the facts. He's a strong man, and needs to be to marshal the large but somewhat dormant forces of this loosely knit organization.

Carl Hulén, elected president of LCATA this fall, faces some problems unique in allied trades history. Number one: LCATA member participation in the growing number of state and local exhibits. How will violations of LCATA house policies be handled? The situation becomes more critical as pressures—many of them unfair—build up on individual allied trades firms for participation in uneconomic exhibits sponsored by marginal industry groups. Other problems for the allied trades as we enter a new decade: higher and higher costs of doing new business, a need for specific market research, etc.

Industrial launderers, who have had a good thing going for themselves, will be challenged by competition from many sources. The paper industry continues to make inroads into the wiping towel business and threatens to develop better paper garments which will cut uniform rental services. Wash-and-wear promises to encourage the do-it-yourself trend still further. And highly competitive linen supply groups may learn how to mix present services to get their share of the lucrative industrial market.

And keep an eye on...

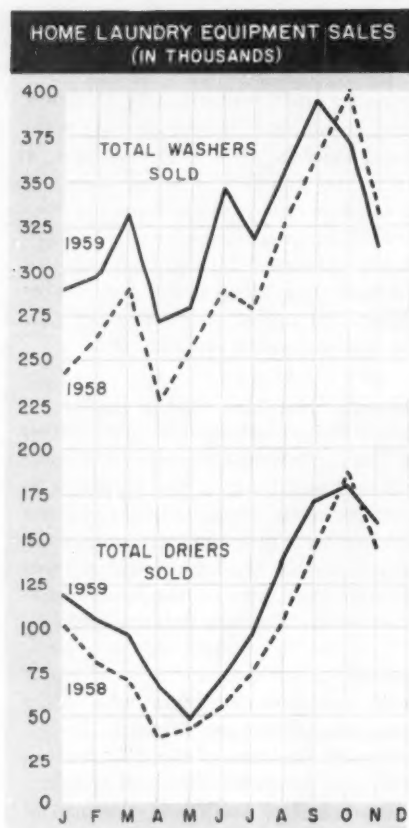
Red McCleary, actively retired distributor who is the catalyst in the organization of the new regional distributors councils. **John Spence**, chairman of the All-American research group which may be on the threshold of bringing automation to the industry. **Bob Place**, the man of 1001 ideas on advertising, sales and production, and his California Laundry and Linen members. **Dick Pearson**, a newcomer, who is mustering Florida plantowners into a first-class association. **Art Stevens** and Connecticut laundryowners. **Peggy Dwyer**, a hep ad agency gal, in her new role as president of the Bureau of Laundry and Dry Cleaning Standards. Also, **Marjorie Dobbs**, another livewire who is doing more than her share to bring the female image to the industry. There are many others, but this list will serve as a good starting point. □□

- ▶ **Scoreboard for 1959: Laundry sales** seen generally ahead of 1958; dry-cleaning department sales up, too
- ▶ **Outlook for 1960: Unanimous agree-**ment that sales will climb up to new heights
- ▶ **Biggest problems: Union negotiations;**

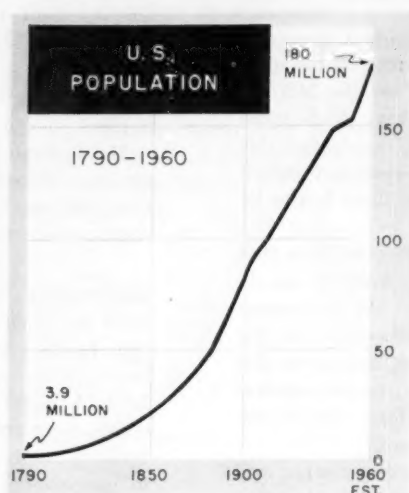
shortage of qualified labor; wash-and-wear; strike-caused unemployment

- ▶ **Big picture: Unparalleled challenge and opportunity** as laundry industry enters new decade

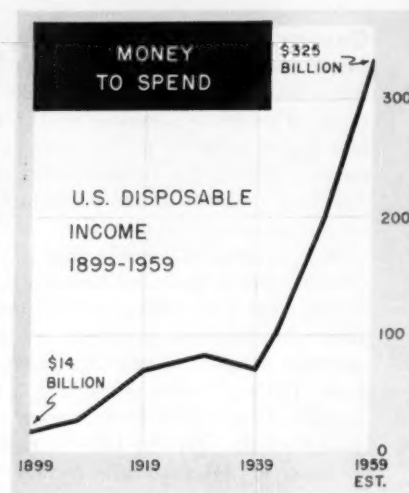
- ▶ **Industry trends: Route and shirt sales emphasis; package plants; coin-ops**



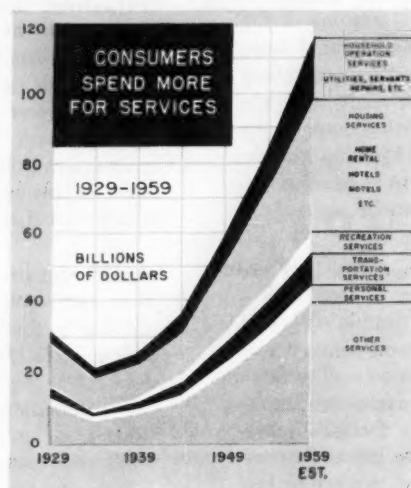
Home laundry equipment manufacturers expect 1959 will have been one of their best sales years in history. One of their surveys also indicates that three of four home washer and drier owners never use a commercial laundry



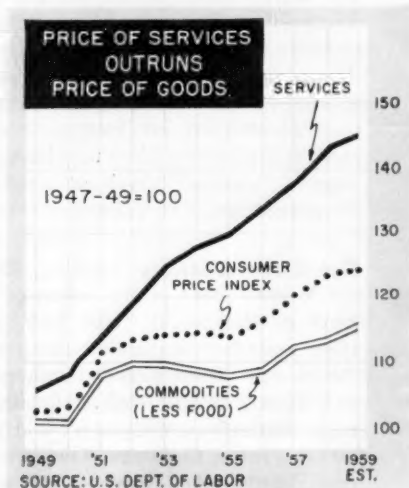
By 1970 over half to be 24 years or under, meaning bigger laundry potential. Diaper service now exceeds \$50 million



Rise in expenditures shows how U. S. rose from subsistence level to economy of comfort and abundance



Uptrend in services expenditures, including \$800 million a year for laundry, reflects consumers' prosperity



Service prices rose more sharply than consumer goods, largely due to less technology offsetting wage increases

As we enter the Significant Sixties...

THE BUSINESS OUTLOOK

THE LAUNDRY INDUSTRY is entering the new decade of the 1960's in a healthy condition. Sales during 1959 were as good if not better than in 1958. And optimism for 1960 is unanimously encouraging. Substantial gains were also seen for laundries' drycleaning sales during the year and industry leaders see increases here during 1960.

THE BIG PICTURE as drawn from reports by secretaries of local, state and regional laundry associations throughout the United States in response to a just-concluded LAUNDRY JOURNAL survey of business conditions in their areas: While some respondents reported slight dips due to particular problems in their localities, the general consensus was: new opportunities for sales expansion as the laundry industry enters the new decade.

For the year just concluded, three out of four association secretaries across the country reported laundry sales would be even with or ahead of 1958. Of those reporting an increase in laundry sales in 1959, the average gain over 1958 was approximately 8 percent. Drycleaning department sales also were expected to be even with or ahead of 1958 by seven out of every ten secretaries responding to the survey. In this category, an average increase of 9 percent was seen by the secretaries.

THE OUTLOOK for 1960 is most encouraging. Those surveyed were unanimous in feeling that laundry sales for the current year would be even with or ahead of 1959. The respondents predicting gains foresaw an average increase in laundry sales of some 6 percent, and drycleaning increases of around 7 percent.

Regionally, the Northeast area produced unanimous agreement that 1959 laundry and drycleaning sales would be ahead of the previous year's by between 3 and 6 percent, and that 1960 would see further increases in both departments. Rounding out the bright picture from the Western portion of the country, secretaries in the Southwest region reported conditions almost as satisfactory as their neighbors, with only one respondent pegging 1959 laundry sales as even with 1958.

Other areas of the United States where 1959 business conditions and the outlook for 1960 looked very good included the Northeast, Southeast and South Central regions. Only in the North Central states—although the association secretaries foresaw either status quo or gains during 1960 for both laundry and drycleaning department sales—two out of five felt that 1959 laundry sales would show dips below 1958, while three of five reported that drycleaning sales would also fall beneath 1958 levels.

California, on a state basis, led the nation in sales percentage increases and expectancies. Respondents reporting from that portion of the West Coast felt that laundry

sales were up an average of 6 percent in 1959 and drycleaning sales up some 12 percent. For the same state predictions are for an additional 5 percent gain in 1960 and 10 percent in drycleaning sales. Almost as bright a picture was painted for Oregon, Texas, Vermont, Alabama and Missouri for both 1959 sales and 1960 outlook. North Carolina, providing only three-month figures because its fiscal year begins in July due to a state sales tax, was running 19 percent ahead of 1958 in gross laundry and drycleaning receipts.

SOME MAJOR PROBLEMS: The secretaries responding to the survey displayed almost uniform agreement on their members' problems. According to the replies, the biggest bugaboo seems to be the inroads caused by the growing popularity of wash-and-wear, with insufficient sales and union negotiations close behind as reasons for discontent. Also prominent in the problem category are strike-caused unemployment in some areas, minimum wage legislation and lack of qualified help.

Even greater uniformity was reported by the association secretaries on current industry trends in their areas. Nearly every respondent listed the growing popularity of coin-operated laundries, increase in the number of pack-age plants, and greater emphasis than ever on route sales. Also mentioned by some as trends were greater shirt sales among their members with some attempts at shirt rental.

LINEN SUPPLY REPORT: The secretary of the Linen Supply Association of America reports that linen supply sales volume in 1959 should run 5 percent or more ahead of 1958. And 1960 should see an additional increase nationally ranging between 5 and 10 percent. More linen suppliers are providing services for hospitals, motels and colleges, says the LSAA. Dust control service is being offered by more linen suppliers than ever before and shirt rental is opening up new horizons.

The Linen Supply Association's work with architects promises to yield considerable dividends in the future rather than in the immediate year or two ahead. Research and development, as well as sales training, were probably the most important developments for linen suppliers in the past year. Their problems in 1960, as in 1959, are likely to be competition with other linen suppliers, competition with substitutes, and the perennial problem of union negotiations.

Generally, the survey pointed out that over-all increases in sales during 1959 are the springboards for further gains during 1960. And, as many of the respondents analyzed their respective area situations, most of the problems now facing laundries can be reduced or erased by better cost control and more vigorous advertising and promotion. □□

As we enter the Significant Sixties...

More Market Research Will Be

Case history shows what Morey LaRue has done to pinpoint sales targets at the local level

by HENRY MOZDZER

ONE OF THE LARGEST and most progressive plants on the Eastern seaboard is the Morey LaRue Laundry Company of Elizabeth, New Jersey.

It employs 650 people and what success it has attained did not happen by chance. Its management is constantly on the alert looking for new, better, more efficient ways of doing things.

During the past year, Morey LaRue engaged the services of a prominent industrial psychologist—Dr. Mortimer R. Feinberg, president, BFS Psychological Associates, Inc. — as a means of bringing the most modern scientific management procedures into the organization.

His first step in a comprehensive development program was to analyze the organizational structure to make sure that the talents of the company's management and supervisory personnel were being used to best advantage.

His second step was to conduct a market research study of present and potential customers and to interpret these findings in terms of sales goals.

Dr. Feinberg's major tools in this study consisted of statistical analyses and personal interviews.

The statistics came from such sources as the AIL, Morey LaRue's own survey of route salesmen's atti-

tudes, the County Court House, trade associations, and Dr. Feinberg's own professional sources.

With these statistics at hand, he pieced together a background of laundry industry conditions in general. And pinpointed conditions in Morey LaRue's Union County in particular.

The personal interview technique, however, was the backbone of the study. One interesting point here is that these interviews were conducted by Dr. Feinberg with the assistance of three Morey LaRue staff members—one vice-president; Richard Gallagher, store manager; Robert Logel, route sales manager. After brief training in interview techniques, they were ready to begin. They drove their own cars, did not identify themselves with the plant, and made no attempt to sell any laundry or cleaning services.

This staff participation had several advantages: (1) it reduced the cost of the survey considerably, (2) gave the men an insight on survey techniques which could be applied again in the future, and (3) it boosted their morale, knowing they were making a vital contribution to the company's future as well as their own.

The personal interviews were completed in three weeks giving an appropriate sampling of the company's trading area.

Since this is a Confidential Survey which is currently being used to guide Morey LaRue's sales policies, it is not our purpose to reveal all the facts that were brought to light in this report. Our purpose is merely to show the kind of information every plant can and should have about itself and its public, today.

Things You Should Know

● *Do people know your plant?* (Almost 9 out of 10 were familiar with the Morey LaRue name.)

● *What general impression do they have of your organization—good, bad or indifferent?* (On the whole, those consumers who knew Morey LaRue liked it and felt that it was a highly reputable organization.)

● *What don't they like about it?* (No plant is perfect and Morey LaRue was no exception. There were some complaints on quality, price and policy. But knowing the specific nature of these complaints, the company is now in a position to correct them.)

● *Do you know who your customers are?* (Many families have used the plant for two or three generations. But the survey pointed out one glaring area in which the company was weak as far as getting customers was concerned.)

One of every four persons in any given market area is a potential customer for professional laundry service.

If you know your market population, it's an easy matter to determine your sales saturation. But whether it's low or high, a progressive management will always strive to do better.

The most effective way to do this is to choose

the most promising segment of your market and go after it. Unfortunately, this is easier said than done.

First, it takes a good deal of study to recognize your prime prospects. Attitudes and economic circumstances change and vary from one community to the next. And the old idea of simply taking a traffic count is not enough.

Needed



Industrial psychologists can play a key role. Dr. Feinberg goes over Morey LaRue market survey with plant staffers Robert Logel, route sales manager, standing, and Les Wright, vice-president

● **What do your consumers think of wash-and-wear?** Laundrymen have their own set ideas on the subject but few have bothered to find out what their customers think. It could affect your services.

● **Do you know why your customers trade with you?** Is it because of the quality of your work, the attractive price, the convenience, or some other reason? You've got to have the answer if you hope to keep growing.

● **What do patrons think of laundry and cleaning prices?** Have we gone too far already or are we selling ourselves short? If you ask your customers what they pay for various items to be cleaned and laundered, you may find some interesting discrepancies as Morey LaRue did. It will be an important guide in reevaluating its pricing policies.

● **What about fast service?** Do your customers really want it? How fast is fast enough? (The Morey LaRue survey indicated one area where faster service would be appreciated.)

● **How well are your salesmen doing?** A market survey will give you some idea as to how active your men are in soliciting new business.

At Morey LaRue, Dr. Feinberg observes in his survey: "Apparently the emphasis on picking up new customers has died down."

His findings also confirmed the universal fact that customers like route salesmen. And that route salesmen felt they could do a better job if their plants provided a quality bundle.

Speaking of quality elsewhere in his survey, Dr. Feinberg makes this observation, which may ease laundrymen's minds somewhat:

"The present day housewife, as other studies indicate, has some anxiety about this trend towards leisure. She has guilt about having to relinquish all her work to modern kitchen automation. Her traditional role is to protect the family and to do some housework. However, she is torn in two directions at the same time, wanting leisure but still desiring to contribute something, thus assuaging her guilt. . . . The woman who sends out her laundry, in order to show her contribution to the family has to complain about quality. This highlights her protection of the family and concern for the expenditure. 'It better be good and I'll be sure it is' probably describes her thoughts."

He suggests ways of overcoming this problem, as well as other problems, in his list of recommendations which concludes the survey report. These recommendations are actually the most valuable part of a professionally-conducted market research survey.

They suggest ways to improve production, store and route operations, pricing, and, of course, the new markets that might be explored.

Perhaps one of the most novel suggestions of the lot is the idea of providing a *Widow's Bundle* service.

"A great many women have no men around the house," says Dr. Feinberg. "Widows are all over New Jersey. She is older and we know from other studies that there is an increase in women over 40 returning to a professional laundry. However, here *price* is a major variable. A bone price without the frills should appeal to her."

It will be interesting to watch and see how Morey LaRue will apply the findings of this research in the daily conduct of its business. At least it has some specific goals to shoot for during the next few years. How about you? ☐ ☐

Second, you've got to have the kind of service that will appeal to the prospects you want to reach. Service, in this case, includes plant image, convenience, quality, price, etc.

To put it another way, you've got to know something about your prospects and yourself in order to do an effective selling job. The right kind of market research will provide both these answers.

It is possible to do market research on your own. But in a way, it's like diagnosing appendicitis; you are much more sure of your grounds when a specialist confirms them. You can get help from your local businessmen's associations, the allied trades, schools, or by hiring the services of an expert. The important point, however, is that more of this work should be done and done now.

10 IDEAS WORTH EXPLORING!

1 Provide customer with special locker that can be placed in garage or on porch so she will not be tied down to routeman's schedule.

2 Provide overnight service on routes. This could be accomplished by working plant at night.

3 Establish a wash-and-wear department. This department would process all wash-and-wear items and also give advice to customers.

4 Charge a flat rate for laundry and dry-cleaning service, by week or month.

5 Set up a route service that would pick up and deliver in late afternoon and evening.

6 Set up a Party Rental Service. Furnish linens, decorations, china, silver and anything else needed. This would build your linen volume, establish new contacts and also be a customer service.

7 Encourage local, or national, associations to contact all architectural schools and

As we enter the Significant Sixties...

The impact of wash-and-wear on our industry

WASH-AND-WEAR has been encouraged by the laundry-drycleaning industry since 1942, by its indifference to consumer wants, slowness to react to market changes, and by not introducing new services or innovations on old services.

First, let's define the term, wash-and-wear. This definition was given by a textile expert: Wash-and-wear can be applied to any garment which can be repeatedly worn, then washed in a normal manner *at home*, dried either in the open or in a machine . . . and still retain its neatness during wearing with little or no ironing required.

WHAT IS THE DIFFERENCE between wash-and-wear and drip-dry? Actually, the main difference is one of extent. The wash-and-wear garment should require very little ironing to touch up areas that require perfect smoothness; for example, the cuffs and collars of a shirt. The drip-dry article should be just what the name implies; it should

dry out into perfect wearability after washing, with no ironing whatever. *Actually, in the interests of accuracy, every article, whether sold as wash-and-wear or drip-dry, should be lightly ironed for a better effect.*

Is Mrs. Consumer's enthusiasm lessened because wash-and-wear and drip-dry do need some ironing? Not at all . . . she loves it. Recently textile chemists have licked the chlorine retention problem, the most fertile source of wash-and-wear complaints. Automatic wash-and-wear has been extended from its original summer clothing category to year-round applications. New and better fabrics are on their way . . . unsatisfactory factory fabrics have been steadily eliminated. Today it's reached the point that if you're in soft goods retailing and you're not in wash-and-wear . . . you're not in business.

WHAT MANUFACTURERS SAY: In a few short years since the introduction of wash-and-wear, the textile industry

has witnessed its transition, in the manufacturer's eye, from skepticism (most referred to it at the beginning as a gimmick, a gadget and an unneeded expense) to the status of a necessity for doing more business.

Today, wash-and-wear is commonly called the phenomenon of the day. The question however, is: How long will it remain in public favor?

WHAT CONSUMERS THINK: A motivational survey was made recently to find out just what Mrs. Public thinks about wash-and-wear. These findings are very interesting because they show that most people are eagerly waiting for more and better wash-and-wear goods. Here are the principle findings of the survey:

Women dislike ironing the most. Of the women interviewed 42 percent named household ironing as the chore they dislike the most. So, a garment which promises release from tedious ironing has a 42 percent edge in self-selling. They do expect to do a little touch-up ironing, but

offer a cash award to the best student design for a laundry-drycleaning pass-through door, similar to a milk door. This door would open up on the outside and allow route-man to pick up dirty work and leave the clean. Women could use this area as a hamper for soiled laundry and drycleaning.

8 Examine price system and prices. Pricing should be less complicated and in many cases lowered.

9 Costs can be lowered through greater automation. Plantowners should study every operation and send ideas to machinery manufacturers. National associations should establish effective research and development programs.

10 Every plant should pay more attention to public relations.



By JOSEPH CARUSO

Caruso, Malis & Worn, Inc.

Chicago

and what we can do about it

they do not want to buy merchandise that calls for a professional at the ironing board.

The big appeal is less work, more freedom. Almost 80 percent of consumers like wash-and-wear because it promises less work in the home. This point is the major selling point being stressed in selling wash-and-wear.

Young women with families are the best market: because they have less time to do tedious washing and ironing. They'd rather put the extra time into raising and being with their families.

Economy is a big selling appeal: because 70 percent of women honestly feel they can get along with a smaller wardrobe if everything is wash-and-wear.

They are looking for assurance on new fibers: Retail sales clerks must exert special effort to make the consumer accept and trust new wash-and-wear fabrics even with new fibers which may have just come onto the market.

Cash savings are enormous when you consider a simple thing like a man's shirt. If there is one adult and one boy in the

family, and if each one uses only four shirts a week, at the average laundry-charge of 20 cents per shirt this comes to \$1.64 each week. Even in a cheap shirt which originally costs \$4, at the end of the year the laundry charge comes to \$10.40 per shirt, or \$82.40 total for the eight shirts. This is one big reason why the consumer likes wash-and-wear.

So between money-saving and time-saving, you can understand why the woman with a big family is vitally interested in wash-and-wear . . . no matter what the merchandise might be.

Textile mills, clothing manufacturers, retail stores, chemical houses (Du Pont and others), large corporations (Kodak, Goodyear and others), appliance and soap manufacturers have invested billions of dollars in research and development and hundreds of millions in promoting wash-and-wear to the public. Women like the idea of wash-and-wear and want more of it. Based on these facts, it seems apparent that wash-and-wear

will be with us for many years to come. Now that we know that wash-and-wear is here to stay, how will this affect the laundry industry?

LAUNDRY INDUSTRY'S FUTURE

It depends on your definition of laundry industry.

If you mean a plant that is equipped to produce nothing but shirts, flatwork and family laundry, the answer is "NO." The large family bundle is practically a dead issue. Survey reports show that the family bundle user is the older customer— young customers tend to send shirts and sheets . . . if they send at all.

Yes, there is a future for the laundry industry but it will be a far different type of business than it is now. Let's look into the future . . .

There will be in a few years a market potential of over 4 billion dollars.

In spite of wash-and-wear, automatic washers and driers, superde-tergents, it is a fact that people . . .

Continued on page 52

As we enter the Significant Sixties...

Leasing will become more prevalent

You'll be able to rent almost
anything from air conditioning
to power plant equipment

by JOSEPH C. McCABE

EQUIPMENT LEASING, practically unheard of 10 years ago, is a well-established and rapidly growing practice. You will see it become more and more the way of life in the laundry of tomorrow. It will change your ideas on purchasing and revise time-honored ideas on maintenance and upkeep.

We are not alone in this thinking. For example, a recently published survey charted the practices along this line of 1,837 companies of all sizes from coast to coast. These companies range from giant industrials to backyard garage-size operations. In 1950, only 17 of these outfits reported they had leased any kind of equipment at all. By 1957 the number had grown to 89. This year, 833 are actively leasing or entering into leasing arrangements.

The volume this activity represents in the way of equipment dollars is about 200 million dollars. Within five years, this survey predicted, the value of this equipment in leasing service will reach a billion dollars a year. This estimate excludes cars, trucks, real estate and any equipment rented for less than three years. Therein lies another story.

Today, almost any type of power plant equipment can be leased. This includes practically anything you can name in the power plant—compressors, motors, air-conditioning equipment. Yes, even a boiler. The coal industry people have grabbed onto

this idea of leasing since it places them in a position to compete with oil and gas in those areas where coal costs are distinctively attractive.

COAL INTERESTS ACTIVE

The initial cost of coal equipment is often higher than that for oil or gas. Given a reasonable time, coal cost savings wipe out the equipment cost differential and begin producing net gains that continue throughout the life of the plant. The management dilemma crops up when a company insists on a short-term payback on a capital investment in boiler plant equipment.

Equipment leasing sidesteps this payback requirement because no capital investment is involved. Operation of a coal-fired plant allows management to benefit from the lower cost of coal and thereby to enjoy substantially lower operating costs.

An alternative method, *partial leasing*, may be attractive to companies that are more rigid about exercising the payback principle. Under this plan, management purchases equipment common to both coal- and oil-fired plants, such as boilers, combustion controls and piping. It then leases the equipment peculiar to coal use (stokers, coal- and ash-handling equipment).

This eliminates the difference in capital investment between the two plant types, and the nominal rent for the specific coal components purchases the right to all savings from the use of coal.

While this example of an industry, long king of the hill, becoming aggressive in the face of losing markets is interesting, you may well ask if this same thinking applies across the board. In other words, why lease?

Companies that lease equipment generally do so not because they have to but because they want to. Although buying may be cheaper, many firms find leasing is more profitable. This is true for several reasons. Leasing allows working capital to keep working. It provides for the availability of equipment without the investment of capital.

Most companies can make the best use of capital in their daily business operations for such activities as research and development, expanding inventory, promoting sales, increasing employee staff and financing receivables. While the total cost of leasing is slightly higher than the cost of outright purchase, the profits produced by turning over this working capital several times can far exceed this additional cost.

RENTAL PLAN ADVANTAGES

Leasing may give important and significant tax advantages. Lease costs are tax-deductible as an operating expense. When leasing, a company pays for the use of equipment out of current income before taxes, rather than profit after taxes.

It is interesting to note that the Internal Revenue Service Ruling #55-540 states: "A significant motive for

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No matter the color, no matter the fabric — *YellowGo* has what it takes to handle the toughest dye stains and fugitive color runs. Highly concentrated, *YellowGo* gives you the *reserve power* you need for hard-to-strip jobs . . . yet costs you less to use on run-of-mill jobs because you use less of it than weak imitations. *YellowGo* works cold too — enables you to control its action for maximum safety to colored articles. And you can use it safely in *any* washwheel — monel, stainless or wood — as well as in tub or crock. *YellowGo* comes in quarts, gallons and carboys . . . order some today from your jobber.

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leasing may, in some cases, be the tax advantage which might result because of different timing of the deductions for rent, as compared to depreciation."

Under a leasing plan, customers can enjoy the benefits of new equipment immediately. Delay in installation of new facilities, for example, can mean lost profits, through competitive disadvantage, poor working efficiency, and costly errors traceable to physical discomfort or other factors.

Leasing allows continued expansion by reducing the drain on working capital. For example, assume that an organization is contemplating a \$200,000 expansion project of which \$100,000 represents the cost of power services—boilers, pumps, air conditioners. Use of a leasing plan permits the project to proceed when only half the normal capital requirements are available for outlay. The next \$100,000 of expansion capital can be then devoted to other expansion needs.

Leasing does not affect bank lines of credit and may, in fact, be used as a supplementary form of credit. Because future lease payments are not shown as a long-term liability, leasing results in a cleaner balance sheet, which may be very important to some companies.

There are no compensating bank balances to maintain as is required in the terms of certain types of bank loans. Banks usually finance only about 75 percent of the cost of a purchased item, the remainder having to be paid at once in cash by the buyer. As a rule, leasing plans cover the entire cost.

The carrying costs under a leasing plan are, in many cases, less than those under a conditional sales contract or repayment of a bank loan. The term of the lease is usually longer than the term of a conditional sales contract or a commercial bank loan. Thus, the cost of using the equipment is divided into smaller portions, reduc-

ing the drain on the current cash position.

Highly competitive businesses, which must keep up with the latest improvements and advantages provided by new equipment or increased comfort conditions, are permitted to acquire these advantages without capital investment.

In highly seasonal businesses, the availability of cash or bank credit is important. During peak seasons many of these businesses like to keep their lines of credit open. Leasing provides them with benefits without affecting their borrowing capacity.

In the past, fleets of trucks, heavy manufacturing equipment and even skyscrapers have been leased. Today, we find broad new applications of the leasing principle.

We know one firm, for example, that will install complete air-conditioning, heating and ventilating systems in new or existing buildings on a lease basis. While small, packaged air-conditioning units have been available under lease in the past, this marks the first time that entire heating and ventilating systems including piping, sheet metal and electrical work, as well as complete central cooling systems, are being leased.

LEASING TERMS VARY

The one we refer to above provides for a base period of from two to five years, with unlimited renewal periods. The lease involves no initial cash outlay.

A five-year lease plan for a \$100,000 mechanical installation would call for a rental of about \$2,000 a month, the first payment to be made upon completion of the job. Upon expiration of the agreement, the owner may renew the lease on a year-to-year basis at an annual rental amounting to 5 percent of the original contract price; in this instance \$5,000.

After the initial leasing period, the owner may request an option to purchase the equipment. The purchase price is set at 10 percent of the original cost of the installation, where that cost was over \$10,000. For smaller systems, the price is 12 percent of the original cost.

The monthly rental is based on three factors: the cost of the installation, the length of the lease and the credit rating of the lessee. □□

How Leasing Works

Table shows typical monthly payment factor in terms of dollars per month per \$1,000 of total net cost

CREDIT RATING

Cost of Installation	Mos.	AAA-1	C-2 or Better	Below C-2
\$1,000	24	\$46.20	\$46.70	\$47.20
\$10,000	36	\$32.30	\$32.75	\$34.25
\$10,000 to	24	\$46.00	\$46.50	\$47.50
\$30,000	36	\$32.10	\$32.60	\$33.60
\$30,000	24	\$45.90	\$46.00	...
or over	36	\$31.10	\$32.10	...
	60	\$20.10	\$22.50	...

EXAMPLE: If a lessee is rated B+ in Dun & Bradstreet, and the total contract price is \$12,000, the monthly payment factor would be found in the second row, in the column headed C-2 or better.

For a two-year lease, the monthly rental therefore would be \$46.50 per \$1,000; and for a three-year lease, it would be \$32.60 per \$1,000. In the case of a \$12,000 installation under terms of a three-year lease, the monthly payments would be $\$32.60 \times 12$ (thousand dollars) = \$391.20 per month, or $36 \times \$391.20 = \$14,083.20$, total cost for three years.

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Here's quality that really shows . . . **Magic Rinse** softness, the sign of professional care. Yours for just 2¢ per hundred pounds of wash.

MAGIC RINSE Improves Quality

- Gives finished work a satiny soft feel, promoting comfort of wearer-user.
- In shirt laundry, puts an end to scratchy cuffs and collars, prevents bonding of sleeves and pockets.
- Increases resistance to soil, permitting smaller bleach use.
- Eliminates mildew in stored linens, inhibits perspiration odor, keeps linen fresher longer.
- Reduces linting, lubricated fibres 'give,' don't break, increases linen life at least 15%.

Magic Rinse is added to the last rinse, along with sour or starch. It exhausts quickly and completely onto the fabric, eliminating waste and high cost. Costs just 2¢ per hundred pounds of wash for continuous treatment. Magic Rinse is shipped in handy 50 pound pails.

MAGIC RINSE Increases Plant Efficiency

- Imparts fibre lubricity that eases the flow of work from wheel and extractor, minimizing abrasion and strain.
- Reduces extracting and drying time 25%.
- Makes wash practically wrinkle-free, speeding shakeout and ironing.
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- Minimizes rolling and re-runs.

Magic Rinse saves you money through these savings in valuable production time . . . pays its way many times over.

Call your supplier for a trial order of 50 pounds (one pail). If he does not carry Magic Rinse, fill out the coupon below. We'll notify our nearest distributor or answer direct.

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Magic Rinse

EDMAR CHEMICAL COMPANY
3939 Valley Road, Cleveland 9, Ohio

Full information available:
EDMAR CHEMICAL COMPANY
3939 Valley Road, Cleveland 9, Ohio

Name _____ Title _____
Company _____
Address _____
City _____ State _____

odds AND ends

Institutional laundry managers are peeved. An allied trades firm—which they feel first made its mark in their field—is now making a pitch to linen

suppliers to get in on the profitable hospital laundry market.

Britain's first full scale coin-operated laundry opened in London in November. The initial experience has been such that *Power Laundry* says it may well revolutionize all concepts of present-day laundry services in Great Britain.

The Cash Wash is attended and open from 7 a.m. to 11 p.m. seven days a week. Plans call for a next door

office to offer 24 hour service on laundry and drycleaning.

Equipment consists of 16 open-top nine-pound washers, two extractors and half a dozen driers. Most unusual feature: Coin tubes leading from the washers directly to a number of small safes in the basement.

Motivation-minded plantowners who haven't quite accepted the female-image concept as an industry goal would like to know why P&G's "Mr. Clean" is enjoying such popularity with housewives.

Minor mending jobs may soon be handled by press operators and flat-work ironer feeders. Repairs will be made with a new patch which is said to adhere to wet or dry fabrics during the finishing operation.

Hospital committees are investigating the role air conditioning plays in the spread of respiratory diseases by way of airborne bacteria. One authority predicts air conditioning for hospitals will be taboo in the not too distant future.

Plans to set up a pilot plant for the Stanford Research Institute's "One-Second Washing Machine" in San Francisco have been postponed until April. Delay is attributed to death of key members.

If you are planning to ask for more time to file your personal income tax return this year, you may have to go through some additional red tape. A proposed regulation would have taxpayers show how prompt they have been in submitting returns and payments during the three previous years.

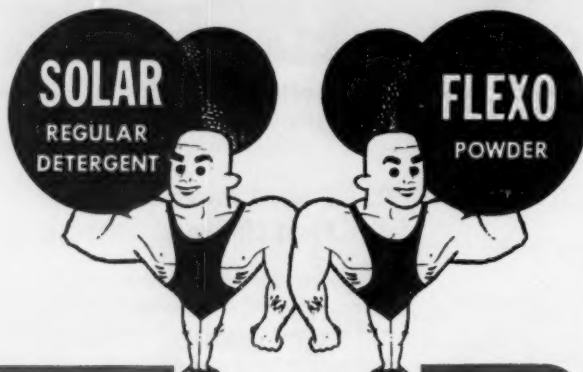
The Federal Revenue Department has proposed a rule which forbids anyone to deduct lobbying expense from his income. It could mean, if approved, that you could not even inform your employees about legislation. It is being fought by the U. S. Chamber of Commerce and labor unions.

Uniforms are not wages. You cannot charge employees for uniforms or the cleaning of them and assess that charge as wages.

"Problem" Wash not Clean?



PUT IN SWIFT'S HEAVYWEIGHT TEAM



ASK ABOUT SOLAR HEAVY DUTY for SELF-SERVICE

... gives cleaner loads without re-washing and eliminates the cleaning of the machine after washing heavy greasy loads.

See us at Booth # 533 A.I.L.
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Here's a working team to turn loose on the really tough industrial washing jobs — greasy coveralls, oily overalls—even soiled wiping rags respond to Solar-Flexo's grime-busting action.

"Break" heavy soil and grease for good with Solar Regular. Flush, and then add Flexo Powder for good suds.

Let Solar-Flexo help you turn problem wash into a "leader" ... ask your Swift man for a grease grappling demonstration or write for washing formula: *Bulletin #5*.

SWIFT & COMPANY SOAP DEPARTMENT

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16 "L" St., S. W., Washington, D. C.

Late Model Laundry & Dry Cleaning Machinery

We are selling the entire laundry and dry cleaning machinery of Capital City Laundry and Dry Cleaners due to Government acquiring property for redeveloping. This equipment is in excellent running condition. May be inspected any time!!

PRESSES

- 1—Prosperity Flush Button
- 2-girl Late Model Unit
- 2—Prosperity Flush Button
- 3-girl Late Model Units
- 6—54" Thin Head P.C. Apparel
- 7—Thin Head P.C. Mushrooms
- 7—42" Hoffman XCO-5 D.C. Press
- 2—Excelsior Offset Presses

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- 2—36" x 30" Gross Laundry Tumblers
- 5—36" x 30" Hoffman Tumblers
- 1—100# Huebsch D.C. Tumbler

MISCELLANEOUS

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- Drinking Fountains
- Tables, Cabinets, Baskets, etc.
- Air Vacuum, Pants Stretcher
- Air Compressors

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- 2—60# Prosperity Open End Washers
- 1—200# Prosperity Open End Washer
- 3—44" x 84" Robot Fully Auto. Washers (4 yrs. old)
- 2—36" x 54" Hoffman D.C. Washers
- 1—42" x 64" Hoffman D.C. Washer

EXTRACTORS

- 2—54" Fletcher No-Trux Extractors with Hoist & Monorail (4 Yrs. old)
- 1—40" Prosperity S.S. Basket
- 1—48" Hoffman D.C. Extractor with Spray Rinse
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Numerous other items necessary to the operation of a complete laundry plant.

This equipment is priced for quick sale! Must vacate within 30 days!

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How to work with a part-time sales manager

by WILLIAM B. KATZ, Washington Laundry and Drycleaners, Evanston, Illinois

SALES TRAINING is a "must" in our industry today. The retail laundry business is not expanding anywhere near as fast as it should and competition is becoming a lot stiffer. To get business, it becomes increasingly necessary that we tell our story to the public in an effective manner. To do this requires training.

Unfortunately, too many plant-owners are much better engineers and accountants than salesmen. And even if they are sales-minded, they do not always have the time, training or ability to teach others how to sell.

All too often, the problem is left in the hands of the sales supervisor who usually confines his efforts to the mechanics of running routes.

Ideally, the plant should have a full-time sales manager on its staff. But a capable sales manager requires a minimum salary of \$10,000 a year and \$15,000 is a more realistic figure. This is quite an overhead item to add to a small plant's operating budget.

At Washington Laundry, we have worked out what seems to us to be a good compromise between necessity and expense. We hired a part-time sales manager.

After a year's experience, we find that such an arrangement will work satisfactorily provided certain conditions are met. These conditions are spelled out below.

MANAGEMENT ATTITUDE IMPORTANT:

Perhaps the most important element in developing this type of working relationship is the attitude of the operating head of the firm. He must be convinced that selling is a skill that can be learned, in varying degrees, by everyone, even though progress may seem slow at times. He must recognize that sales training, like advertising, must be continuous to be really effective and that the results may be difficult to assess in exact dollars and cents.

GET THE RIGHT MAN: Finding the right man for the job poses somewhat of a problem. A sales manager must have selling ability, practical experience and the ability to teach. He must be able to talk to customers, route salesmen and the plant manager, each on his own level. And to become really effective, he must become part of the organization.

The first job our sales manager had to do was to sell himself to the salesmen — particularly the "old-timers" who tend to resist ideas presented by newcomers to the industry. The best way he found to do this was to go out on a route and show that what he was teaching really worked. Of course, he first had to gain product knowledge before he could do this effectively and it took a while to do this preliminary selling job.

While a great deal can be accomplished if the sales manager spends

one day in the plant every two weeks, much greater benefit will result from weekly visits.

Where do you find the right man? There are many people teaching sales courses in universities, colleges and even night high school classes who would do very well. There are also some sales consultants in our industry who might be interested in such an arrangement. For a fee of \$2,000 to \$3,000 per year (paid in monthly installments) a small plant can go a long way toward obtaining professional sales training for its sales personnel.

DEFINE MANAGER'S RESPONSIBILITIES:

There should be a definite, clear-cut and preferably written definition of duties and responsibilities which the sales manager and all top supervisory personnel understand.

In addition to spending a certain amount of time with the plant operator, our sales manager undertakes the following duties:

- He plans and conducts regular teaching sessions one to two hours long at least every other week. (At Washington we have them Wednesday afternoons.) The sales manager should provide management with a program for these meetings with a general outline of the material to be covered. But it must be recognized that things will not always work as planned and there must be a willingness to experiment until an effective training procedure is developed.
- He helps plan and conduct sales contests.
- He trains office and counter girls in handling complaints and sales techniques.
- He is consulted on advertising and promotional material.
- He brings in ideas from other sources.
- He rides frequently with our route

Sales Training Defined

Sales training is an area of activity which has its basis in recognition of the fact that selling is a skill that can be taught and developed. It teaches men by lecture, example and practice how to put across a sales presentation and how to tailor it to fit various personalities and situations. It teaches how to handle objections and how to turn complaints into sales opportunities. It consists of classroom and field practice, and the ultimate aim is to convince the trainee that he can learn to sell and do so with confidence.

salesmen to demonstrate selling principles.

- He trains our supervisors in simple sales theory so that they can do some of the teaching.
- He is available for advice on special selling problems, such as handling delinquent customers, answering unusual complaints and selling new services.

We tried hard to keep the sales manager's duties down to a minimum because, obviously, he can't do everything. But as the sales training program becomes more and more effective, the urge is always there. That's the time to pull out the written definition of his functions as a reminder that this primary duty is to teach others—not to handle sales problems himself.

Along with the assignment of duties and responsibilities, the sales manager should be given a budget for at least a six-month period with the freedom to spend it for contests, dinners and other things as he sees fit.

ESTABLISH FOLLOW-UP SYSTEM: There must be adequate follow-up by the supervisors and management staff so that the training program will continue to function when the sales manager is not present. At Washington we use a number of check forms to make sure the program is maintained.

Our two supervisors are required to ride each of our 13 retail routes for a minimum of two hours every two weeks. Their reports on salesmen in their charge are bound in individual

folders and serve as a record of each man's progress.

The supervisors also keep a daily record as to the time the men check in and out of the plant, what supplies they may need, etc. This provides a record of route activity and serves as a reminder to each supervisor as to whom to see about what.

Many miscellaneous forms for route ticket checking, weekly route inventory, customer OK, etc., simplify and systematize the supervisor's function of checking and training.

To keep the sales manager apprised of progress and changes between visits we have a pigeonhole set aside for him where he may pick up copies of memos and other information of interest to him whenever he's in the neighborhood.

Management must review filed reports on each man regularly to see that the route supervisors are working with the men along the lines developed by the sales manager. Necessary data must be provided on sales performance, contests, etc., or the effectiveness of the program will be greatly decreased.

We also found it necessary to provide conference-type supervision of the sales manager. We do not use a check list or reports on his activities, but we probably should. At the present time we are planning to arrange monthly evening conferences for all our management personnel to improve our line of communications.

SPECIFIC PROBLEMS: Some of the men will object to attending meetings

every two weeks. One possible alternative is to make every other meeting a voluntary one, which we did. If the meetings are good, the better men will come, anyway. But meetings should be held regularly and start on time. The sales manager must spend enough time planning each meeting to keep them "alive."

Periodic retraining is necessary. Not only do the men have to relearn what they have forgotten, but the new men have to be brought along, too. A record of the courses attended by each man is helpful in this respect.

WHAT ABOUT RESULTS? There are many benefits to be derived from a program such as this. Some are measurable; some are not.

We can see specific improvements in comparing sales on such promotions as water-repellent treatment and garment storage. At Washington, both of these sidelines have shown tremendous increases with training. Two of our newer route salesmen, who obviously tried to apply what they learned, showed sales increases of about 6 percent and 10 percent.

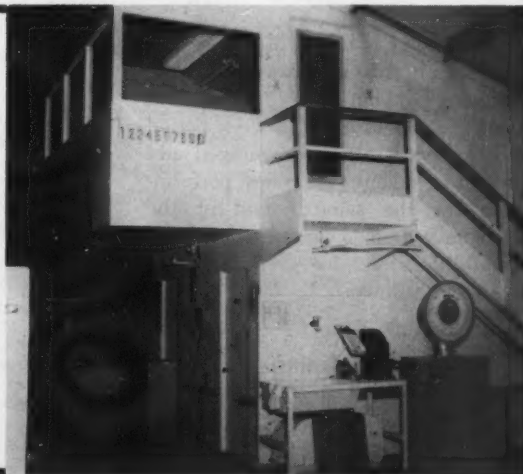
Over all, we show about a 2 percent retail sales gain in an area where friendly competitors say their own businesses are off.

We also see a definite change in attitude on the part of those men who have applied their training and the results are in their own increased earnings.

While other benefits are difficult to measure, we see better handling of complaints by all, better planning of

Salesman's Paging System Saves Steps

The supervisor's office at Ripley's Desert Hand Laundry, Palm Springs, California, is perched just under the roof to give a commanding view of the plant. To save route salesmen the time and effort of climbing the stairs to see if there were any special instructions, a visual paging system was developed. The number of each route is listed on the side of the observation booth. To summon a salesman to the office, all the supervisor does is switch on a light behind his number.



sales activities, and better coordination of sales effort with advertising and promotion. And there is a marked improvement in the ability of our route supervisors to supervise.

Perhaps the most important indirect benefit, however, is that this program has forced top management to pay more attention to sales. It's difficult

to ignore a sales manager who keeps heckling to get certain things accomplished so that he can do his job properly.

We are slowly developing an effective sales force with better supervision, better morale, and more know-how, all of which cannot help but increase our sales. □□

ized by The right hand page had the feminine Polly Prim trademark and the words, "Present this card, along with soiled apparel, to your nearest Polly Prim drive-in. Or phone BRoadway 6-6600 for pickup and delivery."

According to Ben these little cards have been a wonderful advertising medium as well as a goodwill builder. They are distributed to restaurants and bars and whenever an accident occurs the manager immediately presents the customer with the card, signed properly. For the restaurant this works very well—under the old system they had to tell the customer to have the dress cleaned, get a bill, and bring it in to the restaurant for refund. Often the customer wanted a new dress—or it was months later when the bill came—or the customer was outraged and impossible to pacify. With the card there is no question that the (implied) finest laundry and cleaner in town will do a good job. If the dress is ruined, the restaurant knows that it has received an honest report. Immediate action soothes down the patron. The restaurant pays the full price for any work done on the card—so the project is self-supporting. (From the California Laundry & Linen Supply Association's "Sales Idea File," No. 183, by Executive Secretary Robert M. Place. He is author of our book on Advertising.)

Sales Building Ideas

Have trouble setting quotas? Here's one solution

Instead of working out separate quotas for each and every man in a contest, set one target for everyone to shoot at.

For example, Blue White Laundry of Staten Island, New York, recently began a six-month promotion which pays the route salesman for new customers and increased business.

In the past, each man would have been assigned a canvassing quota. Now, every man is required to bring in four new customers a week.

Under the Blue White plan, he gets one point for every new customer bundle the first time in the plant.

And one extra point, if he sells \$3 worth of a second service; e.g., dry-cleaning, rugs, pillows, etc. (This bonus encourages the man to enumerate all the services the plant makes available.)

On a pound-rate service, he gets 3 points for a bundle worth more than \$3.

Each point is worth 50 cents. The first month this idea was tried, the company paid out \$200.

At the end of each 12-week period weekly route sales are averaged and measured against his sales performance for the same period of the previous year. The company then pays an additional \$2 for every dollar of increased business.

Capitalizing on dining accidents builds goodwill all 'round

"One day I was in a nice restaurant," Ben Stein of Polly Prim Laun-

derers in Milwaukee told us, "and the waitress spilled soup down the dress of a woman at a nearby table. There was quite a commotion—and that gave me my idea for the *Oops, Sorry* card." He pulled out a small 3 by 4-inch envelope on the face of which was printed "Oops, Sorry." Inside there was a small blue folded card printed in red. On the outside it said "Courtesy Cleaning Card, issued to Name Address"

Opened like a book the left-hand page said, "Please accept our sincere regrets for the inconvenience which occurred while you were dining with us. The soiled apparel will be beautifully cleaned and carefully finished by Polly Prim at our expense. Author-



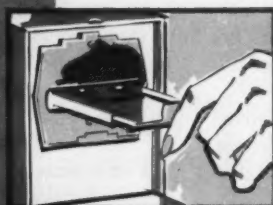
"Personal call, Mrs. Sam?"

NEW FRIGIDAIRE COMMERCIAL WASHERS

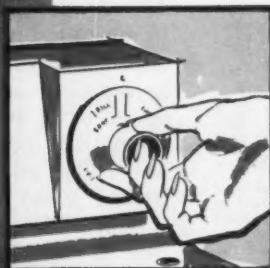
...earn up to \$30 a month more per machine with faster-than-ever 17½ minute cycle!*



AND IT ADAPTS
DIFFERENT WAYS
TO YOUR
INDIVIDUAL OPERATION!



Individual coin meters for unattended operation.



Dial operation for attended stores.

(Control panel designed to accommodate new centralized control system now being developed for coin-op laundries.)

***HERE ARE THE FIGURES!** Compared with the next-fastest 20-minute commercial washers, the Frigidaire 17½-Minute Cycle does 5 more loads per machine every 12-hour business day (based on maximum volume). For 20c wash, 5 more loads equal \$30.00 per machine per month. Multiply this by the number of machines in your installation! Or consider the even greater dollar-increase over old-fashioned 30-minute machines.

HOW DOES FRIGIDAIRE DO IT? Faster drainage and faster extraction reduce cycle time. The thorough-cleansing energy action of

famous Frigidaire 3-RING PUMP AGITATOR gets clothes cleaner—faster! Lint is removed automatically; no messy traps to clean!

ONLY FRIGIDAIRE gives you choice of color: Sunny Yellow, Mayfair Pink, or Turquoise, as well as Snowcrest White.

ONLY FRIGIDAIRE gives you rust-resistant porcelain enamel finish *inside and out!*

Frigidaire will be glad to help you plan your coin-op laundry. Call your nearest Frigidaire Distributing Headquarters office. Or write to: Dept. 4204, Frigidaire Division, Dayton, Ohio.



FRIGIDAIRE

Product of
General
Motors

ADVANCED APPLIANCES... DESIGNED WITH YOU IN MIND

Deferred Compensation

A practical way small plants can attract and hold key men in a tight labor market

DEFERRED COMPENSATION is a method of increasing a key employee's pay *in the future* rather than in the present. The aim is to provide a way through which, after retirement, he will continue to receive pay from his employer as a reward for past services rendered. Such pay, of course, would be a reduced amount—say one half to one quarter as much as his salary during his active years.

What It Means

One effect is that the key employee's total compensation is increased. But the increase does not become effective until *after* he has retired. In this way, an employee's

This article is condensed from *Management Aids for Small Manufacturers*, Number 107, published by the Small Business Administration, Washington 25, D. C. The original by W. T. Thach and H. M. Covert, Jr., is entitled "Using Deferred Compensation in Small Business."

security for the future is materially strengthened. A second aspect of deferred compensation relates to the premature death of the key employee. If that happens, the payments which he would have received after retirement are usually paid to his wife or children. Here is an illustration:

A PRACTICAL EXAMPLE. Mr. Aldershot (name fictitious) is 55 years old. He receives a salary of \$15,000 per year, and his employer provides for him a deferred compensation arrangement. In this case it means that he is to receive \$5,000 per year for 10 years after he retires at age 65; that is, from age 65 to 75. If he should die before age 65, the \$5,000 per year will be paid to his wife or children for the 10 year period.

It won't cost the employer any more to pay \$5,000 per year for the

10 years after retirement than it would to give Mr. Aldershot an immediate \$5,000 increase in his salary. Either way, the cost to the employer in this particular case would be \$50,000 over a 10-year period.

FLEXIBILITY. Deferred pay, of course, need not be given *instead* of immediate salary increases, but may be given in *addition* to desirable current pay raises. Moreover, your current salary scales should be adjusted from time to time to keep them in line with your competition. A happy key man must have adequate current pay to meet his living expenses. However, it is often not good economics to increase his current taxable salary enough to give him a sufficiently large margin over current living expenses to provide his own income after retirement. This is particularly true when it can be arranged at lower cost through your business.

A FURTHER STEP. For instance, push the earlier example one step further. If, instead of arranging deferred pay for Mr. Aldershot, the company increased his salary enough for him to provide his own income for that period, what would happen? For him to be able to lay aside \$5,000 a year for 10 years, he would need an increase of \$6,666 (assuming a 25 percent rate applicable to the \$6,666) to have \$5,000 left after income tax. Thus, the company would have to pay

SUMMARY

Deferred compensation is a practical approach to paying executives in small companies. Basically, it means giving a key man a raise, but paying out the actual money after he has retired. Numerous individual variations are possible such as having some salary increase deferred and some current, or arranging to pay the postponed income to a man's heirs if he dies before collecting.

Small businesses often find deferred compensation a great help in attracting and holding good management talent in competition with big corporations. From a strict dollars-and-cents standpoint deferred compensation can be a very economical

way of providing rewards for services rendered, and security for executives and their families. Protection for the company can be built in to make sure the retired executive does not give away trade secrets or start a competing organization after he leaves.

The money to operate a deferred compensation program can be accumulated through a special fund of securities or cash, or through insurance. Participants for inclusion in the plan can be picked at the discretion of management. The plan does not have to be submitted for approval to the Internal Revenue Service.

\$16,666 more than the \$50,000 needed to finance the deferred plan (ignoring interest to simplify the mathematics). As the applicable income tax rate goes higher, this effect becomes more pronounced.

How It Works

The workings of deferred compensation plans have many variations. Here is one approach: The employer enters into an agreement with a key man to make certain payments to him after his retirement, say \$2,500 per year for 10 years. (Here, again identical payments will be made to wife and children in case of premature death.) The usual retirement age is 65. Payments are contingent on his still being with the company when retirement time comes (or when death occurs). After retirement, he agrees not to give away trade secrets, not to enter into competition, and to be available for consultation or advice at reasonable times and places.

MEETING INDIVIDUAL NEEDS. The company is, of course, not bound to continue the man in its service. It can terminate employment, or the key man can resign at any time. Sometimes a formal, written agreement is executed, setting forth the provisions of the plan; sometimes the employer merely writes a letter to the key man, informally describing the plan; and sometimes no written agreement at all is used.

One question naturally arises: Will the payments, when they fall due, be paid out of current income, or out of some kind of fund which has been provided for this purpose? Such a fund can be built up with securities or cash over a period of years by the firm. This plan can be underwritten by the purchase of life insurance of the paid-up-at-the-age-65 variety.

THE ROLE OF INSURANCE. Here's how that works: On the one hand, a company buys a policy on its key man. The firm pays the premium, owns the policy, and is the beneficiary. If the key man should die, the face value of the policy is paid to the company, and the company receives it free of

income tax. On the other hand, as the company makes deferred compensation payments, the amounts are income-tax-deductible.

The following figures show the result. If the policy is worth \$100,000 the company will receive the \$100,000 death proceeds without having to pay any part of it as income tax. When the company makes the series of \$10,000-per-year deferred compensation payments for 10 years—a total of \$100,000—it can deduct this amount from its taxable income as a legitimate cost of operation. Consequently, the payment of the \$100,000 in deferred compensation actually costs the business only \$50,000, assuming a 50 percent income tax bracket.

The concern has, of course, paid premiums to the insurance company. But to see further how that works, suppose a particular firm has paid an insurance company \$20,000 in premiums. Eventually the firm receives \$100,000 death benefits, free of income tax. This constitutes net gain of \$80,000. Then recall that it costs the business only \$50,000 to provide \$100,000 to the widow. So, finally, the business ends up some \$30,000 better off.

This kind of gain is not the real goal of the plan; it is merely a by-product. How things work out in the event the key man lives on into retirement will be discussed later.

Small Plant Applications

In very small firms, it may be that deferred compensation should be applied to only one or two key men. Nevertheless, this method of providing security in retirement, and security for wives and children, is entirely suitable for even these concerns. Moreover, the usual alternative—the installation of a qualified pension-trust plan, with the many papers and reports required by the Internal Revenue Service—calls for a disproportionate amount of paper work when the retirement plan includes only two or three people.

MANAGEMENT DISCRETION. For small firms, one of the most attractive features of a deferred compensation plan

—in contrast to the classic pension-trust—is that participants can be selected for inclusion in the plan at the discretion of the management, rather than as entire classes, groups or categories.

Then, too, a small company's deferred compensation plan does not have to be submitted to the Internal Revenue Service for approval, because no immediate income tax deduction is claimed. The tax advantage to the firm comes after the key man retires or dies. The payments made to the retired key man (or to his widow if he dies before retirement) are considered the same as salary, if paid in accordance with a previous agreement. As such they are income-tax-deductible by the business.

In order to assure the payments to a widow, a really small firm would usually want to underwrite the plan through the purchase of life insurance on the executive. When that is done the policy used is generally the life-paid-up-at-age-65 type.

OPERATION AFTER RETIREMENT. The mechanics of the plan after retirement operate as follows: Assume the insured key man lives to age 65, and retires at that time. The firm would then have paid to the life insurance company in the form of premiums an amount in the neighborhood of \$30,000 to \$40,000 on a \$50,000 policy. This policy becomes paid up at age 65, and the firm pays no more premiums. The insurance company then stands ready to pay the \$50,000 to the firm whenever the insured dies.

Now suppose the key man lives 10 years after retiring, and that his firm pays him \$5,000 yearly. This makes a total of \$50,000 in those 10 years. The firm deducts those payments from company income, just as if they were salary, in arriving at its income tax liability. With a 50 percent income tax bracket, the cost to the firm of the payments is only \$25,000.

Suppose, finally, that the insured dies at the end of the 10 year period. At this point, the firm receives income-tax-free \$50,000 in life insurance proceeds.

If the total premiums amounted to \$30,000 the plan has cost the firm

Continued on page 40

THE button trap

SLEEPING BEAUTY: An irate customer recently returned a quilt to Manhattan Laundry and Drycleaners, Washington, D. C., demanding it be done over. She had unwrapped it and found some spots that had not been removed. The sales slip, still attached to the bundle wrapper, showed the quilt had been cleaned in May 1937.

CONVENIENCE COUNTS: A laundry employee in England was convicted of stealing customers' shirts when he later returned them to the same plant for laundering.

WASHROOM RAFFLES: A grand theft charge was lodged against the operator of a Los Angeles self-service laundry by a customer who complained that part of the contents of his washer were removed when he stepped out of the store for a moment. The missing items consisted of \$1,500 worth of heirloom gold jewelry which the customer said he always washed with his clothes in order to keep them clean.

MANAGEMENT OVERSIGHT: A merchandising-minded Illinois laundryowner advised his public now was the time to take advantage of plant services because "We goofed and overstocked on water."

TURKEY SETTING: The home service director of Norge division of Borg-Warner Corporation passed along this timely tip to home dryer owners on the eve of Thanksgiving: A 15-pound turkey can be defrosted in only three hours in dryers where the tumbling action can be stopped.

Not to be outdone, Maytag reports the University of Iowa football coaching staff is using a gas drier to put soggy footballs back into condition during big games played on muddy Saturday afternoons.

Continued from page 39
\$5,000. But it has cost only \$5,000 to give the executive \$50,000 in protection for wife and children throughout the whole period and to pay \$50,000 to the retired key man.

VARIATIONS. Such a plan has many variations, among them a provision for annual payments after retirement *only* if the executive continues to live; that is, if he dies at age 67, there will be no more payments, even to his heirs. Or, monthly payments *for life* can be specified, instead of for only 10 years, for example. Because the circumstances of firms differ, each deferred compensation plan should be tailored to fit the particular concern.

Where To Start

The first step is to consult an attorney, accountant, or a life insurance underwriter with knowledge of this particular field and with experience in it. Perhaps you will wish to talk with all three. Certainly, any plan you consider should be checked for tax implications by a qualified specialist experienced in the work. Your plan should be checked also for contractual implications by an attorney who is competent on such matters. Finally, your plan should be designed by a life insurance underwriter with a background on this subject if the plan is to involve the use of life insurance.

BASIC DECISIONS. A decision needs to be made as to just which persons are to be included, and what size payments are to be specified for each. You should decide what restrictions are to be placed upon the retired key man if he is to qualify for payments of the retirement amounts—such as the giving of counsel and advice, restrictions from entering competing businesses, or from divulging trade secrets. You should decide whether payments are to be made to heirs, should the key man die either before or after retirement. You should choose between a formal contract, an informal letter of intent, or an oral arrangement. You should specify whether either party can terminate the arrangement, and under what circumstances. And you should also determine whether a key man severing employment prior to retirement would

have a "vested interest"—that is, a right to some of the money if he quits—and how the actual amount of any vested interest should be computed.

PROFESSIONAL ADVICE. You should discuss these and other technical aspects of a proposed plan with legal and accounting counsel, and you should confer with a life insurance underwriter experienced with such policies. Don't guess as to the desirability of using life insurance or internal funding in your setup. Learn the full range of facts and their significance to your business. After the proper information has been developed, a plan can be simply and easily put into effect.

Pitfalls To Avoid

Here are five suggestions to avoid common pitfalls:

(1) Set up your plan in such a way that you won't be "stuck" with a key man whom you might have to "fire," or whose employment you may wish to terminate for one reason or another; be sure the agreement does not contain an actual or implied guarantee of a certain salary, or even continuing employment up to retirement age.

(2) Be sure the plan is clear as to what "vesting," if any, a person has upon severance of his employment.

(3) Be sure that the plan is set up in such a way that the premium (if insurance is used), or the annual "funding" (if some formal method of funding the plan is used), will not be taxable as current income.

(4) Be sure your plan is set up so that the entire value of future payments won't be taxable as income to the key man in the year during which he retires.

(5) If you use life insurance, be sure that the life insurance policy is merely "key man" insurance, and is not tied into the plan as a funding device.

It is, of course, impossible to cover every facet of a technical program of this kind. It takes planning and careful thought. So take seriously the admonition to have the final specifications of your plan approved by competent legal, tax, and financial authorities who are familiar with deferred compensation. □□



How
SCIENCE
and

KNOW-HOW

combine to give you
the last word
in quality and
economy

Introducing...

Intersuds

...OUT-SHINES

...OUT-WASHES

...OUT-SPARKLES

you can see the difference!

Here, at last, a *complete* soap that gives a new high in whiteness, plus increased cleaning power! With amazing INTERSUDS you can actually **SEE** the difference in a single wash: it has a powerful detergent action on stains, especially oily types—packs a wallop not present in ordinary mixes of soap and alkali that dislodges imbedded dirt, yet is mild in its action on the fabric itself! INTERSUDS is ready to use as it comes from the package—designed to meet the requirements of today's high-speed production operations, with all the convenience and advantages of using a dry material in the washroom.

INTERSUDS is completely new; it not only produces cleaner washing, but imparts a glistening whiteness and sparkle to all white work. It operates over a wide range of temperatures—gives wash that extra brilliance that means laundry service satisfaction.

INTERSUDS is still another fine product developed by KOHNSTAMM to make your work easier and better. We urge you to give this remarkable new soap a trial—and **SEE** the difference yourself.

Write or contact KOHNSTAMM today.



Established 1851

H. Kohnstamm & Co., Inc.

NEW YORK 13, 161 Avenue of the Americas . . . CHICAGO 11, 11-13 E. Illinois St.
LOS ANGELES, (P. O. Address) 2632 E. 54 St., Huntington Park, Calif.

Foremost Manufacturer and Distributor of Quality Laundry and Cleaning Supplies

ALAMEDA • ALBANY • ALBUQUERQUE • ATLANTA • BALTIMORE • BOSTON • BUFFALO • CINCINNATI • CLEVELAND • COLORADO SPRINGS • DALLAS • DAYTON • DENVER
DETROIT • FARGO • GREENSBORO • HOUSTON • INDIANAPOLIS • JACKSONVILLE • KANSAS CITY, MO. • MEMPHIS • MINNEAPOLIS • NEW ORLEANS • OMAHA
PHILADELPHIA • ST. LOUIS • SAN ANTONIO • SEATTLE • TULSA

FACTORIES: BROOKLYN, N. Y. • CAMDEN, N. J. • CLEARING, ILL. • CHICAGO, ILL. • KEARNY, N. J. • NEWARK, N. J. • LOS ANGELES, CALIF.

now you can
save time...cut costs...
do each job better!

**with products from
H. KOHNSTAMM, Inc.**

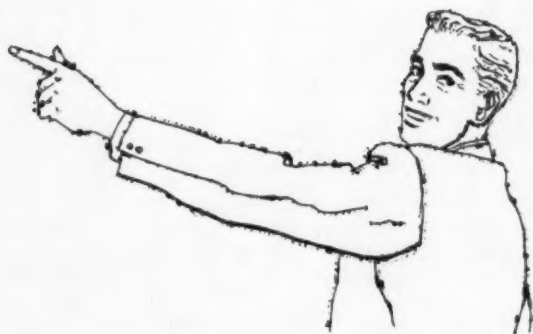
Just get one "load" of laundry processed by a KOHNSTAMM engineered washing formula—constructed to get the maximum efficiency from your own washroom equipment—and you will be sold on the results from the very first look at the linen. For KOHNSTAMM has developed the materials and methods to make your work easier—and better!

But—that is only part of the story. With KOHNSTAMM, you will see worthwhile savings in water, fuel, labor, equipment and supplies at the same time.

Why? The answer is "experience"—experience obtained in laundry plants all over the country and under every conceivable condition—together with technical "know-how". It's a combination that gets results!

Talk it over with our
representative today—
or drop us a line for
further information.

You'll be pleased with the results!



Here are some of the time-saving,
money-saving products available to you from

H. KOHNSTAMM, INC.

PERLITE...The wonderful soap builder with great stain removing power and no harmful action on fabric. Suspends rust—rinses easily—saves soap!

INTERSUDS...The complete soap with amazing detergent action on oily and hard-to-remove stains. Gives brighter, more sparkling wash. You can see the difference in one wash!

HYWITE...The soap with greater dirt and stain removing power—and no builder need be added to it! May be used dry or boiled up in solution—requires no mixing—eliminates extra materials!

SIMPLEX...Properly balanced and ready for use right from the barrel! Keeps rust and sediment off clothing...is made to work at break temperatures throughout on white work!

H-K DRY BLEACH AND DETERGENT...The single product with the triple action: removes stains...whitens...aids rinsing! Special soap-stripping action clarifies linen—assures fresh, clean, sweet-smelling work. Use right from the drum!

NO. 996 INDUSTRIAL CLEANER...For laundering overalls, workclothes, floor mops and similar items. Removes grease better, rinses quicker, washes cleaner. Shorter washing formula. Safer to fabrics, too!

SENECA...The non-congealing starch that gives a fine, smooth, even, uniform finish that means greater customer satisfaction! Used dry in the wheel.

LUSTERFIXE...Made especially for the laundry operator who wants to get the whitening result of a complete sour and a blue in one product—and in one operation! Excellent for removing yellow perspiration stains from collars.

S. R. F....For the fastest, most economical washes you've ever seen. Saves fuel...water...time...and increases the capacity of your equipment! A super rinsing-aid!

C. W. P....The "seeing eye" of laundry service—designed to do a selling job for you through the appeal of cleaner, brighter unfaded colored work!

INEX...The miracle rinsing aid! Inex brings you "whiter" white work than ever before possible—and does it with a big reduction in time, labor, fuel and equipment. Saves on water...taxes. Brings wash a truly "new" degree of whiteness!

LIMESOLV...Add it dry to the wheel—just as it comes from the drum—and it almost immediately disperses and checks limesoap deposits on linens!

BLUFIXE...Removes stains—and its even distribution of blue assures you gleaming whiteness, does away with gray deposits, avoids soap specks. Sterilizes—gives you whiter washes!

COLORFIXE...Checks color bleeding, prevents contact stains, imparts a soft finish—and deodorizes. For truly superior color work! Use on all classifications—white or colored. The universal sour!

ACROTEx...The new and long-wearing anti-static cover cloth that's perfect for your flatwork ironers. Requires fewer changes...means better finishing and more savings for you!

THERMOTEx...The miracle cover cloth that averages twice the length of service of rival cover cloths! Speeds up production, improves finish. Wears like iron!

DIASAN...Gives linens an enduring antiseptic finish that helps combat the spread of germs from linen surfaces. Destroys Staphylococcus Aureus on contact!

LEVELON...The blue that takes evenly on all classes of work—never shows-up albumen stains. Hard fabrics and soft fabrics—all come out the same uniform shade. Saves its cost in water alone!



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FACTORIES: BROOKLYN, N. Y. • CAMDEN, N. J. • CLEARING, ILL. • CHICAGO, ILL. • KEARNY, N. J. • NEWARK, N. J. • LOS ANGELES, CALIF. •



by **DAVID E. ROTHSCHILD**
*David E. Rothschild, Advertising
New York City*

THE NEW DECADE is loaded with promise. More people. More homes. More money. More of almost everything.

But—will there be more laundry volume for the professional plant?

The answer, I fear, is a big fat "NO!"—unless all the negative feelings people now hold toward the laundry are replaced by far more favorable attitudes.

Time was when the laundry filled a different kind of function than it does today. That was when Mother had to fill a big copper boiler with water . . . get it up on the stove . . . set it a-boil . . . dump in clothes . . . then go through the steamy, dreary process of lifting and dunking them with the well-worn laundry stick. This was hard work and dangerous, too, not only to Mother but to the kids underfoot.

Then along came the laundryman who, for a not unreasonable sum, could and did do a demonstrably better job of washing. "Wetwash" service was a welcome help to Mother, especially since ironing didn't strike her as much of a problem. In fact, she liked the cozily clean, warm smell as the iron sizzled over the linens. She could work at the ironing board with a soothingly slow and rhythmic tempo, standing quietly in one place, thinking her own thoughts, and dreaming her own dreams. This was a restful respite from more onerous chores (like washing) and she enjoyed it.

Later on, among middle-class folks

The role of advertising

Future budgets must be adequate to serve a threefold purpose

who couldn't quite afford maid or laundress, using the laundry for *both* washing and ironing became the "thing to do." It was, to borrow a term from modern motivational semantics, sort of a "status symbol" to have the laundryman stop at one's door every week.

Of course, all this has changed. Today, it's almost as easy for the housewife to do her wash as pick up the phone to call you. Furthermore, it has become quite socially acceptable for a woman to do her own laundry. In fact, one's prestige can fairly be linked to the size and modernity of the home laundry room and the amount and quality of equipment in it.

Thus, as we embark on the so-called Significant Sixties, it is painfully apparent that nobody uses the laundry unless he really has to.

Your list of customers is a roster of those in the community who are physically unable to do their own work . . . who live in quarters without adequate laundering facilities . . . or who just plain haven't the time for it. Sure, there may well be a relative handful of women who have a strong personal aversion to doing their own washing and ironing, but there are hardly enough of them to support the industry. Actually, to judge by the course of laundry volume, there appear to be fewer and fewer all the time who have either the need or desire for your service.

Nevertheless, the laundry industry can stop shrinking and start expanding . . . or, at least, keep up with a growing economy.

It can do this only by making itself recognized as something more than a necessary evil . . . by creating in the

mind of Mrs. Stay-at-Home Housewife the idea that the professional laundry has a real and vital place in her scheme of things.

The laundry must present a new face, assume a new role, develop a new personality. In the eyes of the public it must become a normal and natural fixture in the average American's pattern of living. It must implant the idea that enlisting the laundry's aid is part of wifely responsibility to the family. It must establish a feeling of affiliation between consumer and laundry so that people will unconsciously accept as right and proper the concept of having their "own laundry" just as they have their "own bank," "own drugstore" or "own doctor."

This is where advertising comes in. For only through advertising can this new image be effectively developed. No amount of sales contests, free coupon offers, price promotions and other gimmicks—and no amount of so-called "free" publicity, either—will ever change people's feelings about laundry service. Change them for the better, that is.

It will take brilliantly creative advertising, based on accurate interpretation of real motivating factors, to put across the kind of image needed to reverse a trend in consumer habit and thought. It will take intensive and persistent advertising in the powerful popular national mass media, beamed primarily at "young America"—the new homemaker and the homemaker-to-be.

To be successful it must be a big advertising job. And, of course, that means it will cost a lot of money.

Continued on page 67



Before: The flatwork department employed 24 people. Pole-rack feed method was standard operation procedure. Tubs and tables lined the window



After: One FWI was moved forward to make room for automatic folder. Shakers spread work on 3-by-8 pallets that roll to feeders. Staff count now 13

Wall-to-Wall Revamping Slashes Costs at Del Monte

by LOU BELLEW

UNDER NEW MANAGEMENT this California plant reduced its productive labor costs from 42 percent down to a profit-headed 27.4 percent average in two years time. The new average, furthermore, includes the cost of all supervision while the old figure did not.

At the same time, the productive labor costs in this plant's drycleaning department nose-dived from 47 percent down to 23.4 percent.

The Del Monte Laundry of Pebble Beach, California, had been estab-

lished to take care of the laundry and cleaning needs of the Del Monte Properties resort hotels. But in time it found itself providing these services for the local communities.

The plant had been built during a 30-day crash program in the last war when the Navy took over a hotel that had housed the original laundry. The new plant was one big open room 200 feet long and 75 feet wide.

The equipment was poorly placed with no planned workflow. And the resort hotel flatwork made a shambles of both the washroom and the finishing process.

For example, the washmen came to work at four in the morning in order to have enough work for the finishers to process when they came in at eight. This meant paying four hours of overtime every operating day.

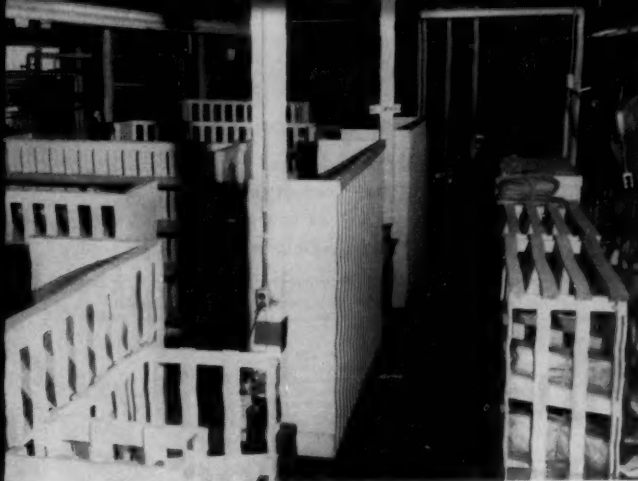
The piping had been installed by a plumber instead of a steam fitter with the result that during the recent modernization more than 1,000 feet of pipes had to be torn out and discarded to provide proper service to the equipment. It was even necessary to regroup and realign most of the air lines because of friction losses that made the air supply inadequate.

Before: Three-girl shirt unit and wearing apparel unit occupied one corner of plant. Bulky storage carts carried finished shirts away to check-out station



After: Two-girl cabinet unit replaced conventional unit and opened up space for employee refreshment area. Note new shirt carts which are almost invisible





Before: Distributing department at left required five girls. Route storage bins at right and other bins cluttered aisle and cut off light



After: Distributing was moved across aisle and system changed to split-bundle procedure which eliminated two girls. Route work is stored at left

The new owners, John Logan and Stubby Newman who also operate Sparkle Cleaners in Bakersfield, took over the Del Monte plant two years ago with the firm belief that proper management could make it a profitable operation.

Few changes were made during the first year as the partners worked out plans aimed at a 25 percent productive payroll. During the past year, however, the results of the careful planning began to bear fruit.

The workflow was revised and new equipment bought to handle a far greater work load with much less effort. In the flatwork department alone, the new owners were able to reduce the work force by 11 people. Many other changes led to trimming the total staff from 58½ down to 37. Those who were retained were taught better work methods and became



New plantowners Logan and Newman, who spent a year working out these changes, stand beside new walk-in type vans which are replacing old panel deliveries

more productive, so that the goal of 25 percent is slowly but surely coming within grasp.

Saleswise, there was only one way to go—up. And thanks to the new management's sustained efforts in

improving services, persistent promotion and advertising, that's where they went. Laundry sales have increased 113 percent and cleaning has gone up 185 percent during the two-year period. □□

Before: Six outdated tumblers of inadequate capacity stood between wearing apparel presses and windows. Five operators did hand touch-up

After: Three new tumblers gave faster drying and took up less room allowing apparel line to be placed near light. Better finishing left only one touch-up girl



SANFORIZED PLUS

Wash-and-wear fabrics can now be measured electronically to determine their resistance to wrinkling. The wrinkle analyzer was developed by Cluett, Peabody & Company. It will be used as the basis for their new quality control program to be known as Sanforized Plus.

Shirts and other garments bearing the SP label will be rated for smoothness after washing as well as guaranteed against excessive shrinkage.

Note: The SP trademark does *not* guarantee that no ironing will be needed. But a fabric that qualifies will have fewer wrinkles (and a lower numerical score) than one that does not.

WASH-WEAR COTTONS INCREASE

Wash-and-wear finishes were applied to over two billion yards of cotton broadwoven goods last year, according to Nelson Getchell of the National Cotton Council. He reported that the finishes are rapidly approaching the point where the consumer may wash and dry garments finished in this way without any restrictions.

A major advantage of chemically finished cottons stressed by Mr. Getchell is their refreshability by means of standard laundering practices that remove perspiration and odors. Chemically finished cottons also are said to dryclean more easily than plain-finished goods. Mr. Getchell said today's finishes are only forerunners of what may be expected from chemical finishing of cottons in the future.

COTTON WORK CLOTH PRICE UP

Suppliers of cotton work cloth fabrics have boosted their prices a penny to a penny and a half a yard. The action by the mills caught the work clothes makers by surprise and the effect of the cost rise on the finished product is not yet determined.

Mills generally sell denim and twills in finished form directly to garment makers. Twills, the most popular work clothes fabrics, are widely used in matched sets of shirts and pants worn by gas station attendants and delivery men.

WARNING—MORE MADRAS

Launderers may be getting more sport shirts in their plants this year that their customers have purchased specifically because they bleed, shrink, fade, and have bumpy imperfections. These shirts are made of Madras, a handloomed cotton cloth from India whose defects have somehow become assets. Madras-like fabrics will be heavily promoted in sportswear displays across the land this spring.

While the sharp rise in demand is new, Madras is not. For a number of years Madras has been used for higher priced sportswear and more recently the fabric has turned up in women's specialty shops in a variety of items ranging from watchbands to maternity dresses.

Where American cottons are guaranteed colorfast, Madras colors are guaranteed to run. This ability to bleed, in fact, has become Madras' most important asset. That and the slubs which identify it as handloomed. In laundering, the intense vegetable dyes partly wash out and blend together, giving the fabric a soft, muted appearance.

fibers AND fabrics

JUST RELEASED

Prolene, polypropylene staple fiber produced by the Industrial Rayon Corp. is said to be lighter in weight than any other synthetic fiber and to possess high strength and outstanding resistance to abrasion. Also reported to be unaffected by water and common chemicals. Currently being tested for applications.

Bondyne, a blend of 70 percent Viscose rayon and 30 percent Union Carbide Dynel, has been introduced by McCampbell & Co. Is intended for dresses, blouses, skirts and shirts. The fabric is said to possess easy washability and wrinkle resistance plus a fine, silklike hand.

Fabrilite, Du Pont's new wash-and-wear vinyl-coated fabric for all-weather sportswear is soft, pliable and elastic with a leatherlike appearance. Medium weight and resists fading, scuffing, soiling and tearing, according to the producer. Jackets of Fabrilite with suitable trim and linings may be washed in an automatic washer, followed by a cold water rinse. Drycleaning is not recommended.

Lycra, an elastomeric synthetic girdle fiber, which stretches and snaps back like rubber elastic threads, introduced by Du Pont. Besides undergarments, the fiber's end use is foreseen in swimwear, surgical stockings, football and ski pants, snowsuits, sock tops, garters and waistbands. Lycra is said to have two to three times as much restraining power as conventional elastic threads. Inherently white, it is readily dyeable. With proper controls, articles made with Lycra can be machine-washed and machine-dried.



FIBER QUEENS TO GRACE TEXAS CONVENTION

The lovely trio of beauty titleholders shown here will be guests of the Texas Laundry and Dry Cleaning Association at its annual convention in Austin, January 21-23. The girls are (left to right): Phyllis Sweeten, Rock Springs, Texas, Miss Mohair; Carrell Currie, Dallas, Miss Wool, U. S. A., and Day Padgett, San Antonio, Texas, Miss Wool of Texas.

TEXTILE LABELING STARTS MARCH 3

The Textile Fiber Products Identification Act, intended to protect producers and consumers against misbranding and false advertising of the fiber content of textile fiber products, becomes effective March 3.

The law stipulates that the generic name of the fiber content must appear on the label of the product, although fiber trademark names may be also used in conjunction with the generic name to which it relates.

Generic Name	Trademark Name	Producer
ACETATES	Acele	Du Pont
	Arnel	Celanese
	Celaloff	Celanese Fibers
	Celanese Acetate	Celanese Fibers
	Celaperm	Celanese Fibers
	Celaspun	Celanese Fibers
	Celatow	Celanese Fibers
	Chromspun	Eastman Chemical
	Color-Sealed	Du Pont
	Colorsun	American Viscose
	Du Pont Acetate	Du Pont
	Estron	Eastman Chemical
	Malora	Malina
	Quilticel	Celanese Fibers
ACRYLIC	Acrilan	Chemstrand
	Creslan	American Cyanamid
	Dralon	Bayer (Germany)
	Orlon	Du Pont
	Orlon Contrexe	Du Pont
	Zefran	Dow Chemical
GLASS	Fiberglas	Owens Corning Fiberglas
		Johns Manville Glass Fibers Pittsburgh Plate Glass U. S. Glass Fiber
METALLICS	Chromeflex NL	Metal Film
	Fairtex	Fairtex
	Fairtex with Mylar	Fairtex
	Lame	Standard Yarn
	Lurex	Dobackmun Division of Dow Chemical
	Malora with Mylar	Malina
	Metlon	Metlon
	Metlon-with-Mylar	Metlon
	Metlon H.T. Mylar	Metlon
	Reymet	Reynolds Metals
	Ultravac	Metlon
MODACRYLICS	Dynel	Union Carbide Chemicals
	Fiber T	Union Carbide Chemicals
	Verel	Eastman Chemicals
NYLONS	Caprolan	Allied Chemical
	Chemstrand Nylon	Chemstrand
	Du Pont Nylon	Du Pont
	Enka Nylon	American Enka
NYTRILS	Darvan	Industrial Rayon
OLEFINS		B. F. Goodrich Chemical
	Olane	Dawbarn Bros.
	Prolene	AviSun Corp. (jointly owned by American Viscose and Sun Oil Chemical)
	Reevon	Industrial Rayon
POLYESTERS	Astralene-C	Reeves Bros.
	Astralene-C	Royalene dept., U. S. Rubber
	Dacron	Imperial Chemical (U. K.)
	Kodel	Imperial Chemical (U. K.)
	Mylar	Du Pont
	Narene	Eastman Chemical
	Teron	Du Pont
		North American Rayon
	Toray Tetoron	Fiber Industries (jointly owned by Celanese Corp. of America and Imperial Chemical U. K.)
	Vycron	Toyo Rayon (Japan)
POLYNOISICS	Woodtone Mylar	Beaunit Mills
	Zantrel	Metlon
Continued in column at right		

Generic Name	Trademark Name	Producer
<i>FTC list of generic names for manufactured fibers. Is classed as rayon until FTC decision is made.</i>		
RAYONS	Aristocrat	American Bemberg
	Avicron	American Viscose
	Avron	American Viscose
	Bemberg	American Bemberg
	Celanese	Celanese Fibers
	Civona	Du Pont
	Coloray	Courtauld's (Ala.)
	Colorsun	American Viscose
	Comiso	North American Rayon
	Cordura	Du Pont
	Corval	Courtauld's (Ala.)
	Cupioni	American Bemberg
	Cupracolor	American Bemberg
	Dream Slub	American Bemberg
	Dultone	Industrial Rayon
	Enka Rayon	American Enka
	Enka Rayon Staple	American Enka
	Fiber 500	American Enka
	Fibra	Courtauld's (Ala.)
	Flaikona	American Bemberg
	Flake Slub	American Bemberg
	Fortisan	Celanese Fibers
	Hi Narco	North American Rayon
	IRC Rayon	Industrial Rayon
	Jetspan	American Enka
	Long Type "A" Slub	American Bemberg
	Measle Yarn	American Bemberg
	Multi-Strata Slub	American Bemberg
	Narco	North American Rayon
	Narcon	North American Rayon
	Nublite	American Bemberg
	Ondelette	Du Pont
	Parle	American Bemberg
	Premier	Industrial Rayon
	Rayflex	American Viscose
	Skenandoo Rayon	Skenandoo Rayon
	Skyloft	American Enka
	SM 27	Courtauld's (Ala.)
	Spunla	Industrial Rayon
	Strata-Slud	American Bemberg
	Super Cordura	Du Pont
	Super-Narco	North American Rayon
	Super Rayflex	American Viscose
	Tapel	Courtauld's (Ala.)
	Zantrel	Hartford Rayon (division of Bigelow-Sanford Carpet)
RUBBERS	Contro	Firestone Rubber & Latex Products (subsidiary of Firestone Tire & Rubber)
	Lactron	U. S. Rubber
	Lastex	U. S. Rubber
	Laton	U. S. Rubber
SARANS		B. F. Goodrich
	Rovana	Batta Products Division General Tire & Rubber
	Velon	Dawbarn Bros. National Plastic Products
		Dow Chemical
SPANDEX	Lycra	Southern Luf-trus
	Vyrene	Velon Plastics (subsidiary of Firestone Tire & Rubber)
VINYLS	Vinylon	Du Pont
		U. S. Rubber
Kurashiki (Japan), licensed to Air Reduction Chemical		

Largest Stock of Laundry & Dry Cleaning Equipment in the Country

(See partial inventory list in
Classified Section)

Rebuilt to "Like New" Condition

Assistance with:

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Plant Lay-out	Plant Methods
Production Flow	Quality Finishing

Contact us for your late model rebuilt machinery!

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HELP YOUR HEART

FIGHT HEART DISEASE

1960 DRIVE

association ACTIVITIES



Route Salesmen Honored in Chicago

Oscar awards were presented to top salesmen from 33 member plants during the annual banquet of the Chicago Laundry Owners' Association held at the Morrison Hotel, November 14. More than 500 laundrymen and allied tradesmen attended the affair.

Following the New Jersey Institute's contest plan, each participating laundry conducted a five-week sales contest among route salesmen. Cash prizes were distributed to the men showing the greatest increase in laundry sales. On the night of the banquet, outstanding salesmen received engraved trophies, gold wristwatches and shoulder patches identifying them as the star routemen from their plants throughout the year.

The general chairman was the association president, Sol Stone, assisted by Ralph Pettibone, executive secretary.

Gas Rate Hearing Scheduled

Hearing of a complaint against the commercial gas rates of the Piedmont Gas Company (N.C.) filed by the North Carolina Association of Launderers and Cleaners, Inc., was scheduled for December 17 in the Hearing Room of the North Carolina Utilities Commission Offices.

Sales Tax Exemption Bill Postponed

Politics and budget problems have made it impractical for Pennsylvania laundryowners to attempt to secure enactment of Senate Bill 1112 ex-

empting laundry and drycleaning from the 4 percent Pennsylvania sales tax until the next session of the legislature.

The bill was reported to the Senate by the Finance Committee and 33 Senators indicated they were in favor of it. However, the bill has not yet been able to get the support of the administration which would insure the necessary votes in both the Senate and House, and approval by the Governor.

LSAA Appoints Reinecke as Staff Assistant

Appointment of John J. Reinecke as staff assistant of the Linen Supply Association of America has been announced by Samuel B. Shapiro, secretary.

Mr. Reinecke will coordinate and direct the advertising and public relations activities of the association, and



will also serve as office manager. He was formerly associate director in charge of financial development for the National Conference of Christians and Jews. He brings to his new office a background of almost 20 years as an association executive. Mr. Reincke's experience also includes a term as president of the American Society of Association Executives and of the Washington Trade Association Executives.

Massachusetts Groups To Join Forces

The Massachusetts Coin-Operated Laundry Association voted recently to join the Coin-Operated Laundry Division of the Massachusetts Laundryowners' Association.

The division will be composed only of individuals and companies having coin-operated laundries. It will work under the direction of the present steering committee until new officers are elected at the annual convention in April.

The first piece of business will be the Sunday law. The association is currently investigating to determine the best course of action, and recommendations will be presented to the steering committee in the near future.

Diaper Institute Meetings

The twenty-third annual convention of the National Institute of Diaper Services will be held May 6 through 9 at Scottsdale, Ariz.

Other meetings scheduled by the Institute are: January 22-23, Mid-south region, Birmingham, Ala.; February 6-7, Western region, San Diego, Calif.; and February 13-14, Southeastern region, Jacksonville, Fla.

Standards Bureau Inaugurates Regional Conferences

The Bureau of Laundry and Dry Cleaning Standards has inaugurated a new plan to hold regional meetings during 1960 in order to bring the quality story closer to member plant management and top supervisors.

The first of these meetings was held December 5 in Baltimore with almost 100 percent member representation from the area. The next will be held in Washington, D. C., with six more to follow during 1960. They will be scheduled from New England to Florida and west to Chicago.

LSAA To Hold Third Annual Institute

The third Executive Management Institute of the Linen Supply Association will be held January 31 through February 6, 1960, at the Harvard Graduate School of Business Administration, Cambridge, Mass.

The format for the six days will consist of lectures, informal talks, general group discussions, individual study and case history studies. The Institute is designed for owners, man-

agers and other top executives of the linen supply industry.

Arnold R. Knapp is chairman of the LSAA's Executive Training Committee. Other members are Robert B. Chambers, Ben B. Hertz, Howard Kahn and Carl H. Rohman. Faculty for the Institute will include Dr. Ralph M. Hower, Professor Robert W. Austin and Dr. Benjamin M. Selekman, all of the Harvard Business Administration staff.

to get a press cover so superior

*we had to weave
the cloth in our own mill*

**DOUBLE THE WEAR,
DOUBLE THE VALUE—
with all-new BULLDOG**



DOUBLE-X

TIME TESTED PERFORMANCE

Our biggest users, including both laundries and linen supply houses, have pronounced the all-new BULLDOG DOUBLE-X the most rugged, longest lasting press cover in their experience... gives double the service of other press cover cloths.

DEPENDABLE QUALITY • SUPERB FINISH

Only by weaving the fine-finished cloth, by constant quality control, were we able to produce this tough BULLDOG DOUBLE-X. It won't stretch or shrink; protects your press pads and asbestos under covers; gives the clothes a finer finish.

Special Nylon Draw Cord

lasts the life of the cover

BULLDOG DOUBLE-X

is available in all types of made up covers or in roll form. Both types are priced to fit the most economical budget.

Get DOUBLE-X
from your jobber.
Write, wire or
phone for full
information.

X. S. SMITH, INC.

RED BANK • NEW JERSEY

laundry business trends

NEW ENGLAND

NOVEMBER	
% CHANGE FROM LAST YEAR	+3.5
% CHANGE YEAR TO DATE	+0.1

Carruthers & Co., Boston

SOUTHEAST

NOVEMBER	
% CHANGE FROM LAST YEAR	7
% CHANGE TO DATE	5.0

J. R. Wilson & Co., Atlanta

NEW YORK - NEW JERSEY

NOVEMBER	
% CHANGE FROM LAST YEAR	NO CHANGE
% CHANGE YEAR TO DATE	-0.4
% CHANGE FROM LAST YEAR	+3.8
% CHANGE YEAR TO DATE	+3.4

NEW YORK

NEW JERSEY

M. R. Weiner & Co., New York

THE IMPACT OF WASH-WEAR

Continued from page 27

and especially women, will always want personal service (i.e., grocery supermarkets putting in staffed delicatessen departments, home delivery for groceries, discount houses are adding sales clerks, even laundry coin-ops will eventually have attendants). People like to do business with people.

HOW WILL IT BE DONE? The nature of growth is change. Those of you who plan realistically for the future will experience unprecedented growth. Here are some things you must do if you are to survive the Roaring 60's:

1. Get into all phases of fabric maintenance as soon as possible, but with enthusiasm.

2. Become an expert on all new fabrics, especially wash-and-wear. Become friends with retailers in town. Let your customers and prospects know that you are an expert. This function is usually best left with the top man at the plant. If an exceptional woman can be hired, she will be better.

3. Keep an active public relations program going.

4. Sell service, convenience, quality—follow the wash-and-wear formula.

5. Advertise consistently . . . but appeal to women—talk their language—but not down. Give facts and reasons why.

6. Cooperate with your local, regional and national associations for impact.

Yes, there is a bright future for those willing to keep up with the rapidly increasing changes taking place in marketing. There are many things you can do today that will insure your business growth and stability for the rough and tumble years ahead. Remember, it's not only your industry that's changing—look at the automobile industry—see what transistors have done to electronics.

The day is gone when you can hope to only "hold your own." Today you have to run full speed to stay even. Tomorrow you'll have to go by jet or be left behind. Why not order your jet today . . . and start planning for the future? ☐ ☐

Bed Sheet Quiz

Customers welcome advice which will help prolong the life of their linens. The professional launderer is the logical one to make such recommendations. As an expert, can you give at least five helpful suggestions that will lengthen the life of bed sheets?

ANSWERS:

The customer can get longer service from bed linens if the following precautions are taken:

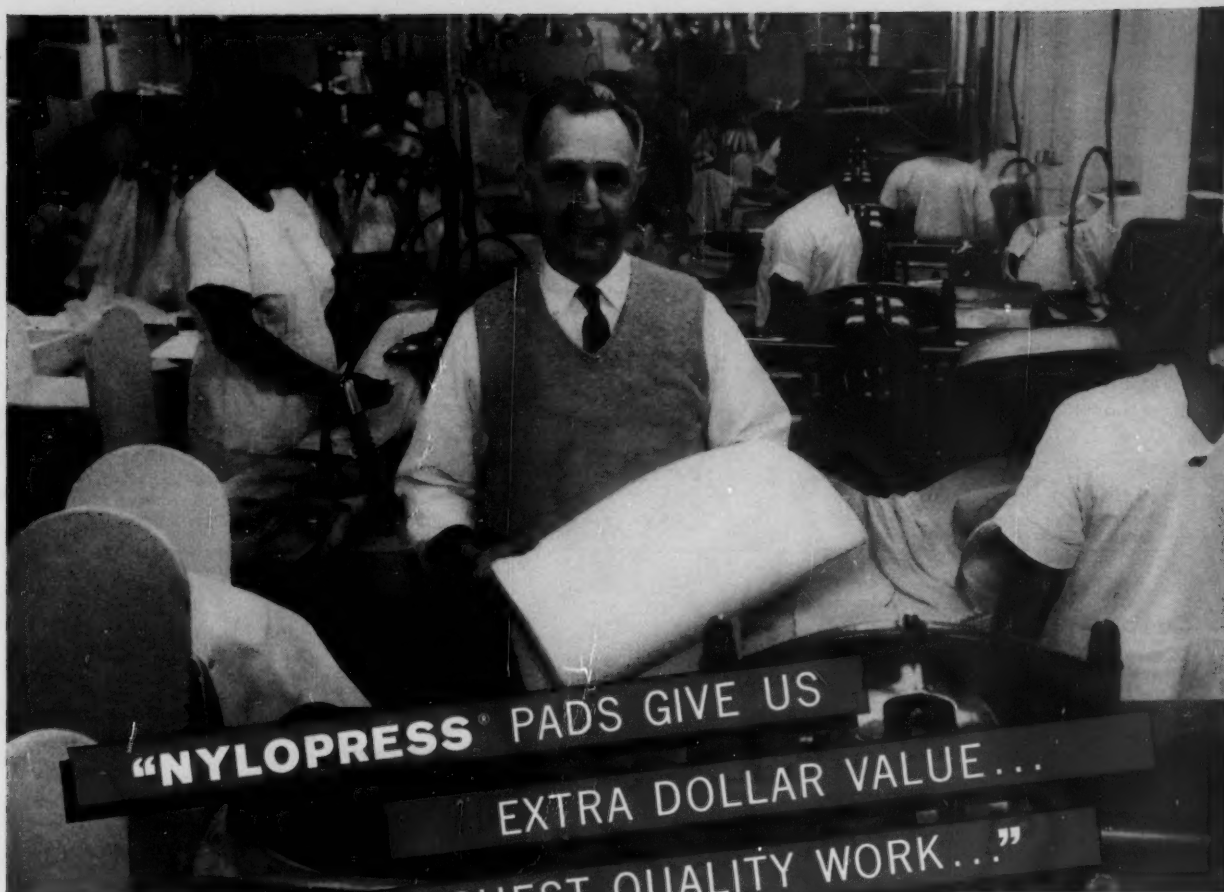
1. Before removing it from the bed, loosen sheet on all sides from under the mattress.

2. Make needed repairs before sending to the laundry.

3. Use a mattress pad between mattress and springs to prevent tears.

4. Reverse sheets often, putting wider hem at foot of bed.

5. Do not allow sheets to whip in the wind while hanging to dry; loose ends may fray.



Robert E. Rice, Plant Manager of the famous DUPONT Laundry & Dry Cleaners of Washington, D. C.,
says: "We count on NYLOPRESS pads for extra dollar value . . . longer life
 at lower cost . . . plus *better quality* finishing at *high production speeds*.
 They help us maintain a high reputation established by 59 years of
 pleasing particular customers in the nation's capital."

During the past six years alone, DUPONT's business has grown by more
 than 100%. And NYLOPRESS pads enable DUPONT to handle this
 substantially increased volume with customary high quality.

NYLOPRESS pads have been tested and proven in laundry and dry
 cleaning plants throughout the country with outstanding results. Users
 report: extra long wearing ability, superior heat resistance, and easy
 steam penetration, all of which enhance operators' skills. Specially engi-
 neered, long-lasting resilience gives correct cushioning and eliminates
 problems of button-bump, seam-stripe, and shine in finished garments.

NYLOPRESS pads are available in a full range of sizes, shapes and
 thicknesses to fit every type of dry cleaning and laundry press. Prove
 NYLOPRESS superiority by making a comparative test in *your* plant!



American Felt Company, Glenville Rd., Glenville, Conn.

Gentlemen:

Please send further performance and cost information about high production
 NYLOPRESS pads.

Name _____ Position _____

Company _____

Address _____

FIG. 1. VACUUM SELECTION TABLE FACTOR

Equipment	Time Vacuum Used Factor	
	15%	50%
Press—under 24" length	$\frac{1}{4}$	$\frac{3}{4}$
Press—24-40"	$\frac{1}{2}$	$1\frac{1}{2}$
Press—42-48"	1	3
Press—over 48"	$1\frac{1}{2}$	4
Steam table	2	6
Spotting board	$\frac{1}{4}$	$\frac{3}{4}$

Engineering

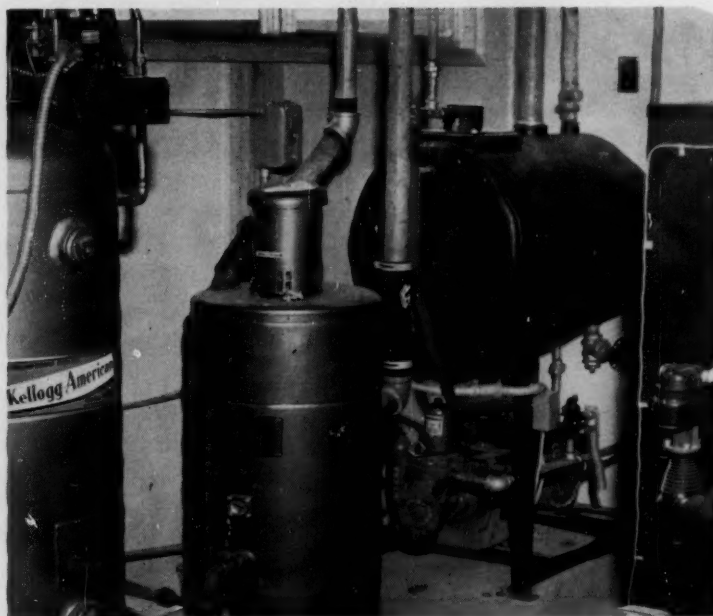
FIG. 2. VACUUM CAPACITY FOR \$1,000 WEEKLY VOLUME

No. of Units	Type Equipment	Class	Factor	Subtotal
2	Utility—42-48"	15%	2×1	2
1	Topper—under 24"	50%	$1 \times \frac{3}{4}$	$\frac{3}{4}$
1	Press—over 48"	15%	$1 \times 1\frac{1}{2}$	$1\frac{1}{2}$
1	Spotting board	15%	$1 \times \frac{1}{4}$	$\frac{1}{4}$
1 (future)	Utility—42-48"	15%	2×1	2
1 (future)	Topper—under 24"	50%	$1 \times \frac{3}{4}$	$\frac{3}{4}$
Required capacity				$6\frac{1}{4}$ units

Does your cleaning department have an air-vacuum system?

It should ...
and here are
the reasons why

1. Air vacuums permit flexibility of layout
2. They reduce boiler horsepower consumption
3. They speed production, improve quality in spotting



Air-vacuum systems have many advantages to recommend them to a laundry's drycleaning department but to reduce noise level should be located apart from the department, preferably in a cool place

THESE ARE not listed in their order of importance. The installation of this equipment immediately affords all three benefits.

Take the matter of layout flexibility. The full use of a lot system, better workflow and through-the-unit

production depend directly on air vacuum. Without it, the industry would be hamstrung with the old in-line production setups in the finishing departments.

This means extra handling of garments and wasted floor space. Now

with air vacuum, the finishing units can be placed so that individual finishers work within a "circle" with each type of finishing equipment within a step of the operator.

Concerning the second reason stated above, manufacturers of presses

*"Fast, smooth
operation makes the
new Dyna-Pak Press
a wonderful
piece of equipment."*

R. Hart McIntyre, Plant Manager
Prather's Laundry & Dry Cleaning
Fort Myers, Fla.



American's new

DYNA-PAK

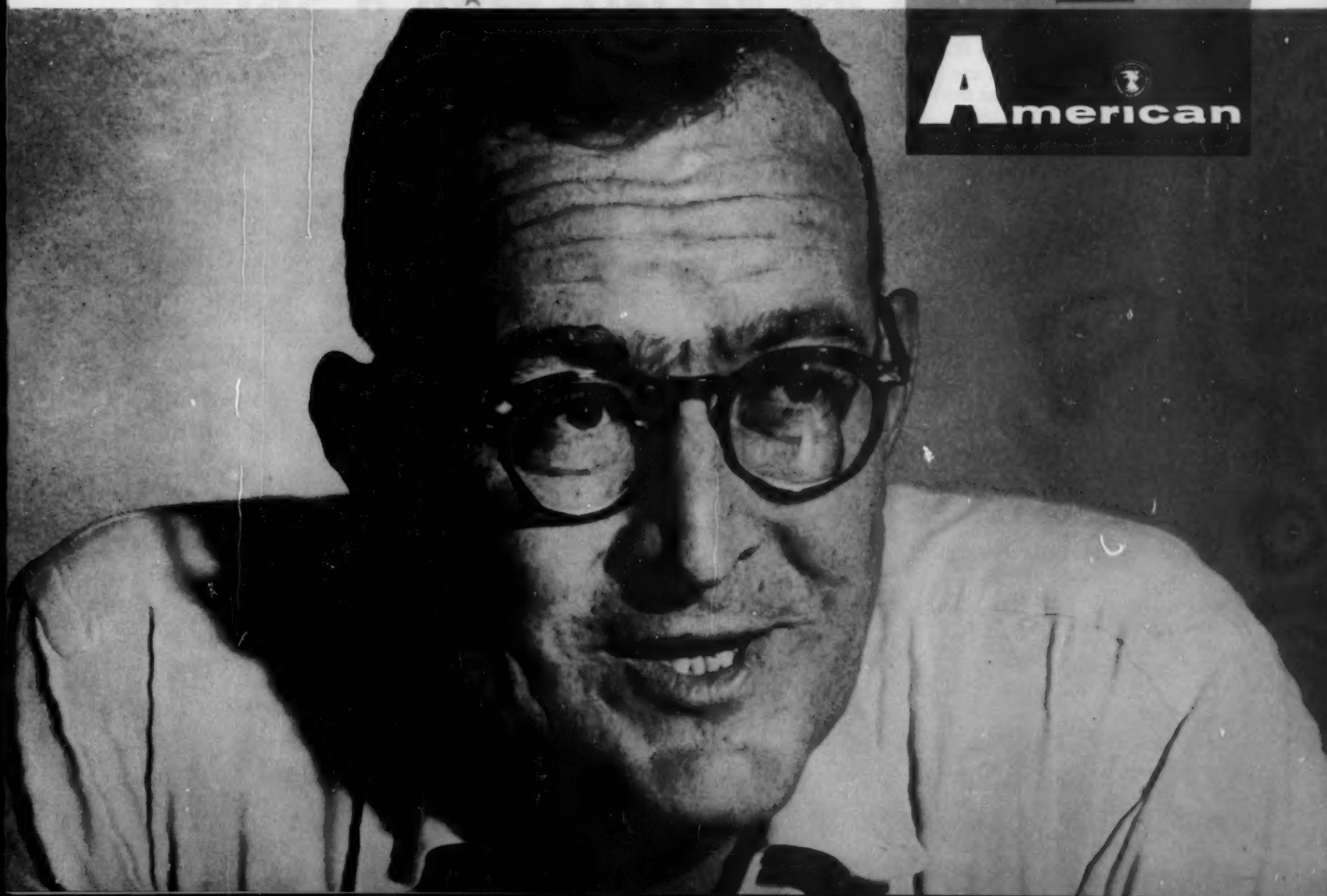
"... it has enabled us to increase production, and our operators tell us the Dyna-Pak is the best press they ever had."

See for yourself how Sealed Power and unusually Simple Design make the entirely new Dyna-Pak the fastest, easiest-to-maintain laundry press ever developed. Call your nearby American representative, or write for Catalog AK 230-002.

THE AMERICAN LAUNDRY MACHINERY CO., CINCINNATI 12, OHIO

You get more from

American



POKE'S SUGGESTIONS FOR NEW YEARS RESOLUTIONS

If you haven't filled your catalogue of New Year's resolutions, allow me to recommend a few for your consideration. You can label them "Pokisms" if you want to. Here they are:

As a modern laundry operator, owing a responsibility to my business to make it more profitable, to my customers and community to give them better service, to my employees to lighten their work, I hereby resolve to observe the following principles in 1960:

1. To strive to operate my business with a higher degree of efficiency in 1960 than ever before.

2. To be courteous to all equipment and supply salesmen and give due considerations to their suggestions—I might learn something of value to my business.



M. A. Pocock

3. To make a more thorough study of the costs of operating every department and piece of equipment in my plant.

4. To keep my equipment in good condition, to pay especial attention to my flatwork ironer, to purchase the best quality of "clothing" for it and to change it before it gets into bad condition, to make frequent checks on my steam pressure and make certain that all steam traps are clean and functioning properly.

5. To throw out all outmoded methods and equipment and install new, modern equipment where a survey indicates that it will produce more at lower cost.

6. To give more attention to costs of "shakeout," and to consider adoption of full identification of sheets and spreads, if I am not already using this method, in order to possibly qualify for a SAGER SPREADER, by running 1200 or more sheets per day.

I wish you a PROSPEROUS NEW YEAR.

M. A. (Poke) Pocock



Modernize for PROFIT With a SAGER

A West Coast Laundryowner Writes:

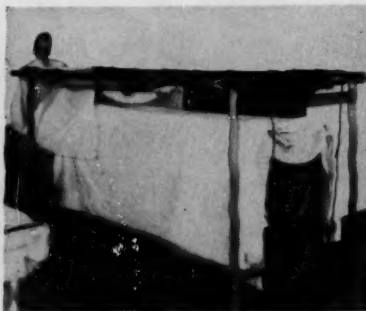
"Our Spreader has been in use about 12 years and has saved more per dollar invested than any equipment we have ever had."

A New England Laundryowner Writes:

"We feel that it is the best purchase from every standpoint that we have ever made in over 70 years of business."

★ Write For Full Facts

If yours is a laundry handling 1,200 or more sheets and spreads per day, you can't afford to be without a SAGER Spreader in these times of high labor and tough competition. Write today for details and the names of progressive laundries all over the world which have reduced their flatwork ironing costs from 40% to 60% with these labor saving machines. But write us only if your sheet and spread production is 1,200 or more daily.



View of Sager B Spreader. Handles 1,200 to 3,000 sheets and spreads per day

More Sheets— Fewer Operators

With a SAGER Spreader, one girl does the work of two or more hand shakers and does it easier and faster. With a SAGER "B," you can handle up to 3,000 sheets and spreads per day. Above that quantity, you probably need a SAGER "A."

Reduces Labor Turnover

No more back-breaking lifting and nerve-racking hand work. Your SAGER operators like their jobs and stay on them. You know what this means to your social security accounting, as well as to general efficiency.

No Price Increase!

In spite of greatly increased manufacturing costs, the selling prices of SAGER SPREADERS have not been raised. The tremendous increase in SAGER sales volume has made this possible.

Please send us full facts about your labor-saving Sager Spreaders.

M. A. Pocock

1236 Central Ave., N. E.
Minneapolis 13, Minnesota

Firm _____

Street _____

City _____

State _____

Print your name _____

*"We wish all
our equipment was as
simple and easy to
maintain as American's
new Dyna-Pak."*

Alfred A. Gerber, President
Gerber Cleaners
Springfield, Ill.



NEW!

NEW!

American's new

DYNA-PAK

"... the extra-fine finish the Dyna-Pak Press in our Formatic Unit gives to collars and cuffs has made our shirt business. It has been a great aid in helping us carry on our 'customer satisfaction' policy. We have had no maintenance whatsoever on our Dyna-Pak."

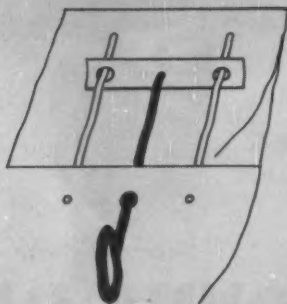
See for yourself how Sealed Power and unusually Simple Design make the revolutionary new Dyna-Pak the finest laundry press ever developed. Call your nearby American representative, or write for Catalog AK 230-002.

THE AMERICAN LAUNDRY MACHINERY CO., CINCINNATI 12, OHIO

You get more from

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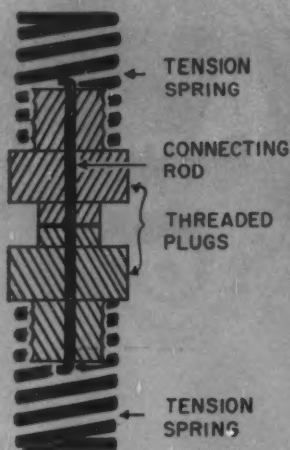




Scraping Device cleans Supplies From Rods

SUPPLIES had a way of caking on the rods of the feeders as they were introduced into open-end washers until laundry manager Dan Mazzolla of York Hospital, York, Pennsylvania, rigged up a simple scraping device.

It consists of a piece of metal stock (with two holes slightly larger than the diameter of the rods) affixed to the end of a third rod which serves as a handle. A couple of push-pull strokes clean the rods and prevent supplies from falling into the washer at the wrong time.



S.O.S. Repairs for Broken Springs

Another idea from York Hospital laundry has to do with a method of repairing broken tension springs on presses. Laundry manager Mazzolla simply inserts an inexpensive threaded plug into each end of the break. And ties the plugs together with a rod hammered over at each end to keep them from pulling apart. □□

and spotting boards stipulate definite boiler horsepower requirements for each piece of their equipment. And note this. *If a steam vacuum system is used, the horsepower requirements go up at least one-half horsepower per unit.* For example, a regular utility press or trouser legger takes 1.50 horsepower with air vacuum. With steam vacuum, the requirement rises to two boiler hp. The same figures apply to spotting boards. If your plant has 10, 20 or 30 units, you can see what an unnecessary load is being thrown on the boiler.

Better finishing, spotting

On top of that is the fact that better finishing results when air vacuum is used. The finishers can dry out the garments faster, insuring a better press job. When the garments are hung up partially damp there is greater chance for wrinkling and spoiling the creases.

Which brings us to reason number three. The advent of air and the air vacuum in spotting has been a tremendous boon to this department. Garments can be feathered and dried out at once. The chances for "ringing" have been reduced to an absolute minimum. It has cut down the amount of rerunning and extra tumbling of spotted garments.

With all these tremendous advantages in favor of the air vacuum there are still plantowners who drag their feet on the purchase and installation of this equipment. One reason is that they have heard unfavorable comments from some plants using the system.

Many owners complain that motors burn out, vacuum is inadequate, that they are not getting the savings promised them by manufacturers. While these are all legitimate complaints, in practically every case the fault lies with the plantowner, not the manufacturer.

First of all, equipment requirements must be carefully tabulated before buying an air vacuum. A reliable dealer can be of invaluable help. There is a lot more to size selection than just counting the presses, present and future. Unfortunately, that's the way it is done in too many cases.

For example, it stands to reason that a topper will use less vacuum than a utility press. Conversely, a large steam table needs more vacuum. The amount of air vacuum required to assure fast drying, fine garment finish and fast handling depends upon:

1. The size and type of pressing buck
2. The time of the pressing cycle
3. The skill and speed of the operator
4. The type of garment processed

There have been occasions when a competitive dealer, or even the plantowner himself, has pressured a salesman into supplying too small a machine to save on initial costs. Result? Work capacity and quality are sacrificed. The unit will fail, and expensive downtime more than offsets the small saving on the initial purchase.

To figure vacuum needs

The accompanying chart (Fig. 1) will serve as an accurate guide for the proper calculation of your needs. The figures are the *factor*, the use of which will be explained.

In most cases the average laying and drying time, when air vacuum is used, is about 15 percent of the total time the garment is on the press. The 50 percent figure involves garments causing difficult lays, such as pleated skirts. Here is how to use the table.

First, estimate for each press whether the type of work it will normally perform lies in the 15 or 50 percent category. Then refer to the selection table. Multiply the resulting factor for each press by the number of presses you have in each classification. Then, finally, add up the total requirements, plus a margin for future expansion.

Let's take a typical case. Assume a plant is handling about \$1,000 a week drycleaning volume. Its possible requirements are shown in Fig. 2. The grand total of 6½ units indicates the size machine this plant needs, in a realistic manner. Buy a unit of sufficient capacity and then install it and maintain it as specified by the manufacturer. □□

*"American
is to be complimented
on developing
the Dyna★Pak Press."*

Robert B. Hedges, Owner
Excelsior Laundry & Dry Cleaning Co.
Excelsior Springs, Missouri



NEW!

NEW!

American's new

DYNA★PAK

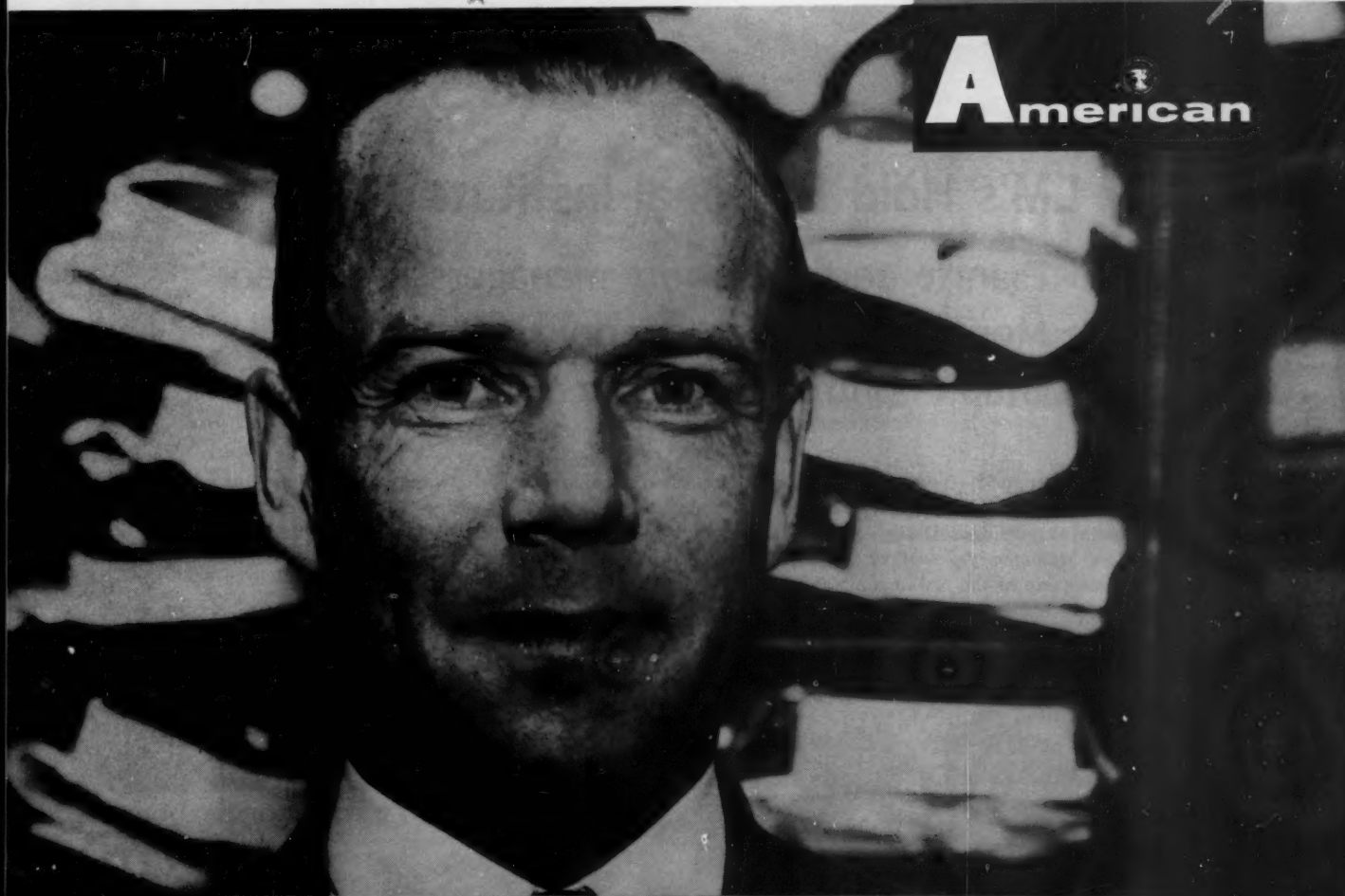
"... our Dyna-Paks are fast acting, and have been free of any mechanical trouble. Our engineers feel that these presses will give us an unusually high degree of continuous satisfaction.

See for yourself how exclusive Sealed Power and unusually Simple Design make the completely new Dyna-Pak the fastest, smoothest operating laundry press ever developed. Call your nearby American representative, or write for Catalog AK 230-002.

THE AMERICAN LAUNDRY MACHINERY CO., CINCINNATI 12, OHIO

You get more from

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*Robert J. Dobson, president,
NAILM*



*John Kenney
Director of laundry and linen,
New York Hospital*



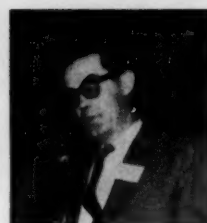
*Alvin G. Stenberg, administrative assistant,
Methodist Hospital*



*Leo Johnson,
laundry manager and
executive housekeeper,
West Jersey Hospital*



Rubin Braun, president, MILMA



*Arthur Hornickel,
assistant director,
Long Island College
Hospital*



*John Nelan, supervisor of
laundry, Presbyterian Hospital*

Convention Report

LM's Hold Regional Institute

- ▶ Plan to certify laundry managers proposed
- ▶ Merits of in-plant laundry reemphasized
- ▶ Staph control — a never-ending battle

REGISTRATION topped the 100 mark at the Eastern Regional Institute presented by the Metropolitan Institutional Laundry Managers Association under the sponsorship of the National Association of Institutional Laundry Managers.

The three-day program took place at the Hotel Edison in New York City, December 2-4, and attracted delegates from Maryland to Massachusetts.

The topics of discussion covered two broad areas of interest to LM's: (1) how to improve their status, and (2) how to improve work performance.

FOR STATUS SEEKERS

Early in the program, speaker Hy Schwartz of *Institutional Laundry* pointed to the laundry manager as a paradox of a man with little future

and at the same time a man with great future, depending on circumstances. This theme popped up in the speeches that preceded and followed his presentation.

Fred Grubel, in giving the administrator's view of the hospital laundry and its management, said the basic function of this department was to provide clean linen, promptly, and in sufficient quantities. While this would seem to be a simple task, its accom-



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**American Institute of Laundering
CONVENTION**

DONOVAN HALL — INTERNATIONAL AMPHITHEATRE

FEB. 24 - 28

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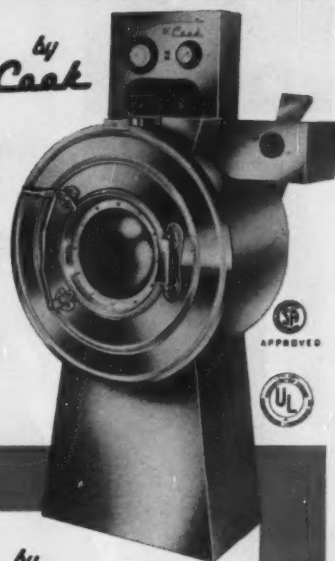
SEE THE VERY BEST LAUNDRY EQUIPMENT ON THE MARKET!

Washette[®] by Cook

OPEN END WASHER

Certified by CSA Testing Laboratories
and Underwriters Laboratories listed.

- ★ Gleaming stainless steel finish... mechanically simple, requires less care, less maintenance.
- ★ Key-Matic control permits change of formula, time sequence, water level, temperature at will.
- ★ Famous ONE-DIAL controls offer wide selection of washing formulas; automatic supply injector available.
- ★ Available in 25-50-75-100 lb. sizes; eight models, pedestal style and cabinet style.



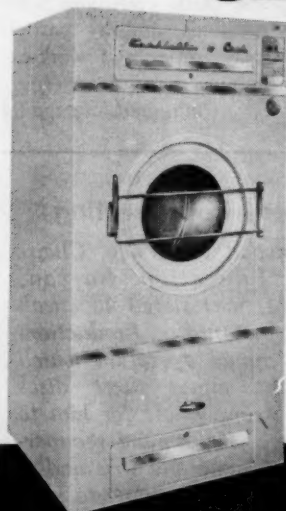
Build Up to a Standard—Not Down to a Price

Tumblette[®] by Cook

37 x 30 DRYER

Certified by CSA Testing Laboratories

- ★ Dual temperature control of either regular or delicate fabrics—one dryer that does the job of two!
- ★ Permanent type perforated steel lint cylinder, nothing extra to buy, no costly replacements.
- ★ Finished in gleaming stainless steel. Baked-on enamel finish in your choice of colors also available.
- ★ Sixty-minute timer. Tumblette also available with drop-coin, slug-rejector accumulative type meter.
- ★ Gear driven, oil sealed speed reducer warranted for two years.
- ★ Fiber glass insulation, heavy duty chrome hardware and trim, 100% safety pilot, heavy duty motor, plus many more features that make Tumblette the very best.



COOK MACHINERY CO., INC.

Manufacturers of the Only Complete Line of Open-End Washers

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Irving Stern,
laundry manager,
Montefiore Hospital



Dr. Neal Dow Lenhart, Sr., senior
epidemiologist, New Jersey State Hospital



New equipment panel members as
introduced by Rubin Braun are,
left to right, laundry managers
Christensen, Rood, Paquin and
Dobson



Louis Kaufman, laundry manager,
New York Medical College



Fred Grubel, deputy director,
Maimonides Hospital

plishment is complex. The administrator must depend on the manager to maintain employee relations, work out formulas and schedules, advise him on new equipment and materials, exercise linen control and handle numerous other technicalities.

In a later talk comparing the laundry and linen department with other hospital service units, John Kenny concluded that few departments have as close a check on production as does the laundry. "We work harder but get less," he said.

Leo Johnson proposed a "Crusade for Professionalism" as a means of elevating the laundry manager's status.

He suggested that the NAILM establish standards for its members and revealed that his own group in Philadelphia was currently at work on such a plan which it hoped to put into effect by the first of the year.

The three-point program includes: (1) the certification of laundry managers in the Philadelphia area, (2) the eventual licensing of laundry managers through some agency such as the health department, (3) licensing on a statewide basis.

[While the idea has much to com-

mend it, it is not new. It has failed in the past because laundry managers lack a common background of education and experience. And because of differences of opinion as to where the licensing authority should be vested. —Editor.]

Al Henning, sales director, Resillo Press Pad Company, suggested that the term "Professional" might be included in the name of LM associations as a starter towards attaining recognition. And beyond that, the manager has to sell himself to the administrator on his professional ability. His formula for selling: (1) know your product (yourself), (2) plan your work, and (3) work your plan.

Arthur Hornickel assured the assembly that the laundry manager's job was not necessarily the end of the line. As a former LM who worked his way up he had this advice to offer: Be an active member in all association work. Know how to talk to your employees and try to improve their morale. Solicit the cooperation of interdepartment heads. Provide the administrator with progress reports. Keep your ears open and know what's going on in the nonprofessional departments.

Because "new blood" is necessary to keep an association vibrant and growing, Henry Mozdzer, editor of *Starchroom Laundry Journal* (pinch-hitting for Robert Levy, Mount Sinai Hospital), suggested several ways to attract younger people to the field—through plant tours, classroom talks and demonstrations, and by participating in school-supervised work-experience programs.

Continued on page 64

Wiley Recuperating

Heywood M. Wiley, Chairman, Education Bureau, NAILM, was slated to speak at the Institute on Production. But a spinal operation which left him minus three discs made it impossible for him to be there. He is now recuperating at home and it is understood he will continue to publish the monthly NAILM News and Bulletin while convalescing.

AJAX

Gives you the RIGHT PRESSURE for the FABRIC

it's Super Sensitive, Wholly Automatic

AJAX Sensitive Pressure Selector gives the correct pressure for any kind of fabric, immediately upon contact . . . the gauge automatically indicates the pressure.

- Adjusts to Fabric Thickness
- Permits Operator Adjustments And Allowances.

AJAX Sensitive Pressure Selector is standard equipment found on all AJAX DRY CLEANING PRESSES.

THERE'S NO SUBSTITUTE FOR AJAX PRESSES . . .

- Simple and easy to operate — even for inexperienced personnel.
- All Steel Construction Throughout.
- Only one moving part in the Pressure Delivery Unit . . . requires no adjusting mechanism.
- Designed Simplicity and easily accessible parts keep maintenance down to an absolute minimum.



Ask us why! AJAX Sensitive Pressure Selector is so vital on a press.

Ask us how! AJAX can make your operation smoother, faster, more efficient.

Write us! AJAX, Box 449, Salt Lake City, Utah. Or contact your nearest AJAX representative.

Since 1929 "A Press For Every Purpose"

AJAX PRESSES

619 So. 5th West Salt Lake City, Utah

Do your part in the fight against cross-infection

1. Collect linens in dustproof bags.
2. Avoid use of laundry chutes.
3. Use separate trucks for collecting and distributing linens.
4. Isolate soiled-linen storage area.
5. Avoid shaking linens unnecessarily.
6. Use germicidal rinse in laundering linens and blankets.
7. Buy washable drapes and curtains and treat with bacteriostatic agents.
8. Store finished linen in clean areas.
9. Wash hands to elbows several times daily—preferably with a germicidal bar soap.
10. Remember: There is no one effective control.

Continued from page 62

FOR FACT FINDERS

Commercial Competition represents a threat to the laundry manager's job. To throw more light on the subject, Robert Dobson gave a report on the current status of VA hospitals where some experiments with commercial laundry service are being conducted.

Of the 102 laundries operated by the VA, said Mr. Dobson, five are being tested. Costwise, commercial laundering is comparable to in-plant laundering where the processing equipment has been retained; higher where equipment has been removed. In one case, it's 2 cents more per pound. Linen replacement costs are as yet unknown. (Note: What the administrator thinks of commercial laundry service is most important.)

In discussing the advantages of the in-plant laundry, Louis Kaufman noted that there was 25 percent more tearage when work is sent out.

LM Kenney volunteered the observation that a charge of 5 cents a pound is not a true figure where hospital-owned linen is sent out for processing. "If you include the cost of distribution and replacement, the cost is closer to 11 cents per pound," he said.

New Equipment: A panel consisting of laundry managers Arthur C. Rood, Mount Sinai Hospital, Hartford; George Christensen, Brooklyn Hospi-

tal; Ed Paquin, Newton (Mass.) Wellesley Hospital; and Robert Dobson brought the members up to date on some of the new types of laundry equipment.

Mr. Rood believed most plants were inclined to use tumblers which were too small thereby adding to the cost of production. He saw advantages in the 200-pound capacity *unloading tumblers* which could pay for themselves in three years and offered additional drying capacity to plants with too much volume for one flatwork ironer and not enough for two. He favored *gas-fired tumblers* for their efficiency although hospital administrators are inclined to frown on the use of gas in their institutions.

Mr. Christensen discussed the pros and cons of diaphragm-type *hydraulic extractors*. He liked them because they were quiet, vibration-free, and required little maintenance.

He pointed out, however, that such units required a 10½-foot ceiling and an auxiliary piece of equipment in the form of a sturdy tumbler to break up the large, tightly packed "cakes" as they came from the extractor.

Mr. Paquin described his experiences with a 350-pound *washer-extractor* which is believed to be the only installation of its type anywhere. It is situated on a second floor—right below the operating room. Although the unit was set on top of a solid concrete pier, it developed a tremor after a month's operation. A basket change, additional padding and a decrease of

4 r.p.m. in the extraction cycle were necessary to correct the condition. Now all is well.

Mr. Dobson, who is also the Superintendent of Laundries for New York City Hospitals, described the advantages and operation of extractor slings. [For further details see extractor sling story in November 1958 issue of STARCHROOM, pages 42 through 46.]

Harold Helm of the American Laundry Machinery Company provided footnotes to a film showing modern conditioning and folding equipment in use in the flatwork department of the General Linen Supply Company.

Plant Modernization: Alvin Stenberg presented a series of guideposts for laundry managers to consider in purchasing new laundry equipment. Basically, you must consider the amount and type of work you are processing now and weigh this against what you expect to be doing 15 years hence. If you expect to reach the 300-bed level, you should think about automatic equipment. A 400-bed hospital will require two flatwork ironers, etc.

Flatwork Rolling: Rubin Braun, president of MILMA and laundry manager of Beth Israel Hospital, New York, led an audience participation seminar on the causes and cures of rolling on the flatwork ironer.

Linen Distribution: John Nelan gave a rundown on five linen distribution plans: Even Exchange, Truck Exchange, Department Requisition, Par Stock and the rarely used Linen Marks by floors.

No one plan, he believes, is completely adequate. Combinations must be worked out depending on the size and type of hospital. And depending on the layout of the hospital in relation to the laundry department. (All five plans are used at his own hospital.)

Rubber Gloves: The severe shortage of trained nurses has prompted hospital administrators to search for some means of reducing the work load on the nursing department. As a result, a good many hospital laundries are now charged with making OR and OBS packs and handling surgical gloves.

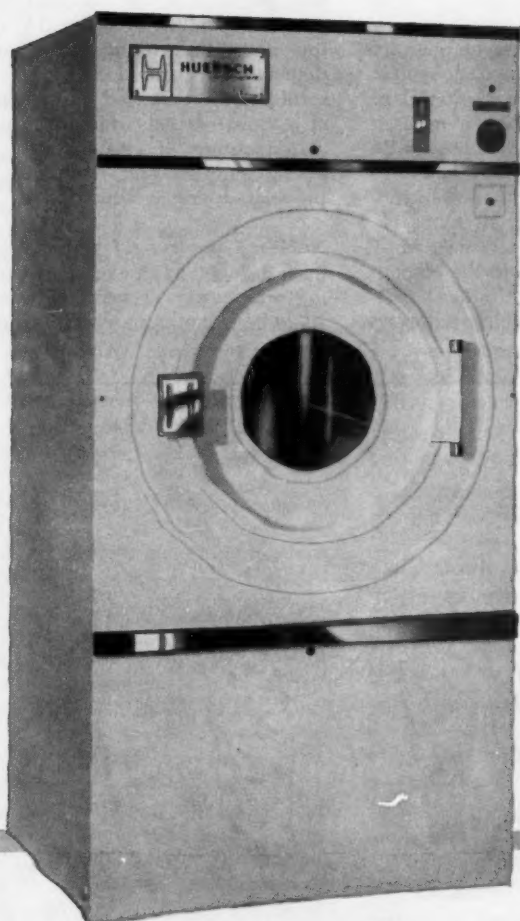
Irving Stern described a fast meth-

**BEFORE YOU
BUY
any tumbler...**



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HUEBSCH



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in TUMBLERS

first
in FEATURES

● Huebsch Originators have *originated* more time-saving, money-saving and safety features than you will find on any other tumbler on the market. Some of these features have been copied by competition; most are still exclusive with Huebsch. To be sure of getting the most value for your tumbler dollar, it will pay you to look *first* to HUEBSCH!

**Magnetic Door Latch • Variable Temperature Selector
Self-Cleaning Lint Screen • Back-Draft Damper • Adjustable Feet • Temperature Limit Control • Air Flow Switch**

HUEBSCH ORIGINATORS

MILWAUKEE 1, WISCONSIN

World's largest manufacturers of commercial tumblers

January, 1960

od to wash and powder gloves. He processes 600 a day in his plant. His story will be carried in our next issue.

Synthetic Fabrics: Gerald Teldon of the Angelica Uniform Company cited the advantages of using uniforms made of synthetic fabrics such as seer-sucker nylons and flat Dacrons. While, initially, they may cost twice as much, he said they would last three times as long as cotton uniforms. Furthermore, the lightweight synthetics take less supplies and require no extraction or finishing.

Cross-Infection: An excellent film entitled "Hospital Sepsis: A Communicable Disease," produced by Johnson and Johnson, gave a dramatic portrayal of the common enemy to be fought in our hospitals. [The film may be obtained through the American Medical Association and/or the American Hospital Association. It is well worth your viewing.]

Following this film presentation, Dr. Neal Dow Lenhart, Sr., senior epidemiologist, New Jersey State Hospital, gave an informal report on his findings regarding cross-infection possibilities and control in hospitals. For one thing, he found the amount of contamination in the air of laundry receiving rooms to be "shocking." In the course of his talk he also suggested ways in which the laundry department might contribute its efforts to fight cross-infection. A list is provided elsewhere in this article.

MISCELLANEOUS FACTS

- Hospital patients use less than one-half of the laundry's load.
- The average weight of linens used in OR has increased from between 20 to 30 pounds per operation to between 40 and 50 pounds.
- One New York hospital with an inventory of 272 launderable items finds that 79 percent of its losses occur in 25 categories. Facecloths ranked highest on the list, disappearing at the rate of 1,000 per month.

Fritz Field was chairman of the MILMA Institute Committee and assisting him were Rubin Braun, Pearson Holloway, Robert Dobson and Morton Weissberger.

—Henry Mozdzer

for YOUR INFORMATION

Safety Aids: Two publications and a series of training films are among the most recent materials on accident prevention being offered by the National Safety Council. A 16-page pamphlet entitled "How To Winter-Wise Your Driving" covers aspects of winter driving from how to avoid skids on icy roads to things to do to prepare vehicles for subzero temperatures. A new edition of "Accident Prevention Manual for Industrial Operations," 1,542 pages long, is a complete safety reference work for industry. The four films, "Communications for Safety," are designed for employee safety training. All material is available from the Council at 425 N. Michigan Ave., Chicago 11, Ill.

Inventions Wanted: Have you any suggestions for lightweight laundry equipment that uses little or no water? For a device to boil a bucketful of water in 5 minutes? For paper-based material for clothing that can be worn and thrown away? If so, or if you have ideas on any of some 300 other technical problems ranging from space vehicle fuels to instant sauces needed by the military, send them to the National Inventors Council, U. S. Department of Commerce, which serves as

liaison agency between the armed forces and the nation's civilian inventors.

Magnetic Marking: Manufacture of a laundry marking and distributing machine that would automatically sort flatwork and garments is a possibility that might arise from future research in the laundry field. Such a machine would utilize magnetic imprinting of code numbers, similar to the newly familiar magnetic characters appearing at the bottom of checks issued by many banks around the country. The Stanford Research Institute has been involved in this work.

U. S. Cleanest: A new "Keep It Clean" film, prepared by the National Association of Manufacturers for TV showings in its "Industry on Parade" series, depicts how America is the best scrubbed, best pressed, most hygienic of nations—largely due to efforts of manufacturers of cleaning and laundering supplies and equipment and the related service industries.

Nuclear Laundry: A laundry room has been installed in an electricity-producing nuclear power plant in Dresden, Ill., where employee jackets, shoe cov-



"I know you aren't responsible for lace curtains, but it just happens these were new sheets!"

ers, gloves and other protective clothing will be washed between wearings. Before leaving the plant's reactor area, workers will pass before a radiation-detection device. If there's a trace of radioactivity, the clothing will be laundered.

Well, well, well: According to the Water Information Center, more than 35 million Americans in rural areas have no running water in their homes.

14K Collar Stays: For the man who has everything, Marchal jewelers of New York City is offering adjustable collar stays made of gold at \$15 the pair.

Talk, talk, talk: Some 36½ million households, 73 percent of the national total, have telephone service, according to the Census Bureau. About half of the households with phones have incomes of \$5,300 or more, while the median income of phoneless households is only \$2,300. Approximately 75 percent of family-group households have phones, compared with 59 percent of single-person households.

Spray Starch: Laundry starch in aerosol dispensers and in one-use film packs for home and coin-op are among package innovations being prepared by starch manufacturers.

Home Washers: September 1959 sales of 394,112 household washers were up 10 percent from August but 7 percent below the same month a year ago. Combination washer-drier sales were 25,461 in September, up 40 percent over August.

Extended Coverage: Starting January 1, all firms in New York State with payrolls of \$300 or more in any calendar quarter must cover their employees with unemployment insurance.

Oldsters' Laundry: A free laundry service for old people may be started by local organizations in Sutton, England, according to an item in the *New York Times*.

Research Cost Higher: Research and development budgets in close to 600 U. S. corporations are 12 percent higher this year than 1958's record outlay, according to survey results of the American Management Association. A total of 64 percent of the firms studied increased their budgets for the development of new products and processes, 8 per cent were unchanged and 28 percent reduced budgets.

Minimum Wage: Work on a state minimum wage law for women and minors in Ohio's laundry industry is expected to get under way this month, according to the state's director of industrial relations. Drycleaning employees are already covered by a minimum wage law in Ohio.

Linen Supply: Food takes a back seat to housekeeping in a just-completed study of why some restaurants don't get repeat business, according to the Linen Supply Association of America. In a soon-to-be-released check list to be sent to restaurant owners, the LSAA emphasizes the need for clean linen and towels on tables and in washrooms.

Wash-and-Wear: According to an article in a recent issue of *Reader's Digest*, Agriculture Department economists are quoted as saying the average family of four can save \$100 a year on shirts and sheets alone by switching from commercial laundering to home wash-and-wear.

THE ROLE OF ADVERTISING

Continued from page 45

More money than anyone has ever dared propose that the industry spend for such purposes. But, if the laundry industry hopes to survive, let alone thrive, it will have to earmark a much larger slice of the sales dollar for advertising. Not just "earmark" it but actually use it. And not use it for all the myriad little diversions that find their way into an ad budget, but for real honest-to-goodness advertising.

The advertising allocation is going to have to be big enough to serve a threefold purpose—a sizable chunk of it devoted to an all-out cooperative national effort . . . another chunk to adequately implement the group program on a local level . . . and, finally, the balance to build a desirable institutional image for each individual plant within its own community.

The sooner the laundryman realizes that there is no substitute for the right amount of the right advertising in the right places at the right times—and the sooner he digs down in his pocket to pay for it—the sooner he will find himself in a vibrantly alive and growing industry. □□

ZEIDLER for modern laundry profits

***Stripping and Guide Device**
eliminates tapes and strings.

***Steel Spring Cushions for**
Chest-type Ironer Rolls.

***Feed Ribbon "Sur-Drive" Kit.**

***Doffer Rolls.**

***Spring "Perma-Pad" for**
Drycleaning Presses and
"Enduro" Pads for Laundry
Presses.

ZEIDLER

MANUFACTURING COMPANY, INC.

633 Concord Ave.
MAMARONECK, N. Y.

NEVER FELT BETTER!



Checkups help to detect cancer
in its "silent" stage before you
notice any symptom.



COSTS TOO MUCH!

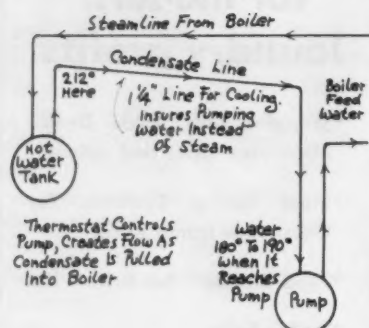
Dollars you spend
for the protection
of your health can
mean years of life.

Millions of Americans have
made an annual checkup a
habit... for life. How about
you?

AMERICAN CANCER SOCIETY



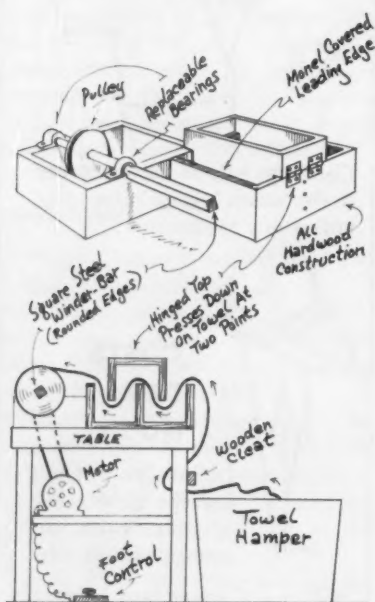
bellevue PRINTS



STEAM ELIMINATOR

Heating water with steam often finds live steam lousing up the pump that supplies the boiler feed water. At the Merced Laundry a sloping 1 1/4-inch line leads from the hot water tank to the boiler feedwater pump. Water from the hot water tank enters this condensate line at 212 degrees, but by the time it hits the pump it has dropped to 180 to 190 degrees so the pump is pumping water and never steam. This greatly increases the life of the pump.

There are no valves in the setup, except the one that is closed at night on the steam line at the boiler.



ROLL-TOWEL WINDER

Gareth Gillis, in Fresno, California, operates the Sterling Towel Supply Co. Over a period of years we have

become well acquainted through meeting at conventions, although until recently I had never been in his plant. Gareth is a reader of this column and I firmly suspect that from the moment we first met he began planning ways to upset me when I came to call.

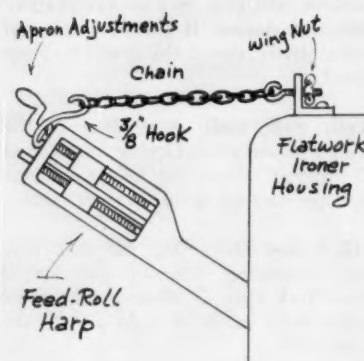
A month ago I walked into his plant with notebooks and pencils in my hot little hands, all set to collect a supply of gadgets. What I noticed immediately was a Rube Goldberg creation that turned out to be a homemade roll-towel winder. With proper lack of enthusiasm Mr. Gillis (my pal) remarked: "It might be interesting to see how you illustrate *that!*"

It hasn't been easy, I will admit, but here is my version of why everyone should buy towel winders from a manufacturer. To begin with, a 3/4-inch square steel bar is used as a winder-bar. This bar has slightly rounded corners, and tapers a bit towards the end. It is an extension of a steel shaft fitted to a pulley and held in place by a pair of replaceable bearings. The theory of the square winder bar is that there is no suction as there would be with a round winder bar. The rounded edges reduce friction, and the slight taper makes it easy to remove the towel after it's rolled up. (You follow me?)

Towels are straightened by going through a series of hardwood baffles. Picture an open-top box on which is mounted a small drive-shaft holding a winder bar about a foot ahead of the front end of another open-top box that has a partition in the center. Say we take the end of a roll towel, lay it across the partitioned box and take a turn or two around the winder bar. The towel will then be touching the tops of the three cross-pieces of the box.

To provide proper tension on the towel another box with neither bottom nor top is positioned on top so its sides straddle the center partition of the lower box and push the towel into a snake-track path over and under these five hardwood baffles. (Whew!)

This last box is hinged to the side of the lower box and a spring on the other side holds it down in position for the desired tension.



AUTOMATIC TOWEL FOLDING

Institutional laundry managers come up with their share of gadgets, too, as indicated at the Santa Fe Coast Lines Hospital in Los Angeles. Manager Roy Mercer is justifiably proud of the automatic folder on his four-roll flatwork ironer, since it has cut his labor costs considerably. As a result Roy figured it would do the same for his terry-cloth-towel folding operation.

By making use of the automatic folder, towel production has been increased 16 2/3 percent. With two girls feeding, and one girl stacking and sorting according to floor, the elimination of hand labor makes it possible to produce 1,074 per hour, according to Mr. Mercer.

To run the terry-cloth towels it was necessary to take the pressure off the rolls by raising the feed-roll harp. The harp is held in its raised position by short chains at each side of the ironer fastened to the ironer frame. The chains prevent the feed rolls from dropping and ruining the aprons, and at the same time keep proper tension on the aprons so they don't slip out of position.

Towels come to the feeders completely dry from the tumblers, and no drying or pressing is done as they go through the ironer on the trip to the folder device.

One end of each chain holding the harps in position is anchored to a heavy bracket on the ironer frame. The other end is secured to a heavy S-shaped hook that loops over the upper apron adjustment rod that protrudes from the harp.

Continued on page 70

Keep your work clean
and fresh
as a breeze
...and as easy, too



ULTRA-BLUE ULTRA-LITE

THE FLUORESCENT
BLUE SOUR

THE FLUORESCENT
WHITENING SOUR

Both of these Keestar Sours
make white ultra-white,
make colors ultra-bright.
Both contain anti-chlors
that remove residual chlorine.

Ultra-Lite and Ultra-Blue
are equally high in solubility,
neutralizing action and in
preventing streaking
and spotting.

ASK YOUR KEEVER
SALES-SERVICE MAN

KEEVER

STARCH CO.

COLUMBUS 15, OHIO
Corn, wheat and other grain products
for industry since 1898

Other Keestar products
SATINETTE STARCH
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KEEVER PADS



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Find out how NATIONAL ASSOCIATION OF INSTITUTIONAL LAUNDRY MANAGERS membership can work for you. Clip and mail the coupon below.

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NAILM Membership Chairman
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2414 Seventh Street South
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I wish to become a member of my local association or become a member-at-large if there is no local group in my vicinity. I understand that membership dues are \$4 for the first year and \$3 for each succeeding year. Please send complete details.

Name _____

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Address _____

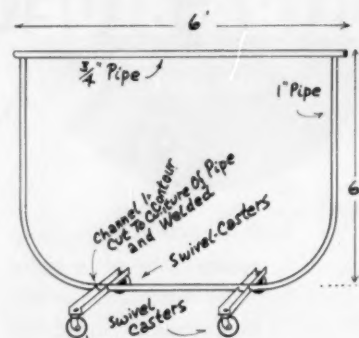
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Continued from page 68

BUZZER WARNS FOLDERS

Where automatic folders are used, the feeders have to call to the folders to flip the bypass control when an item too large for the folder comes through. This is especially true in hospital laundries, which handle very expensive surgical sheets and surgical towels.

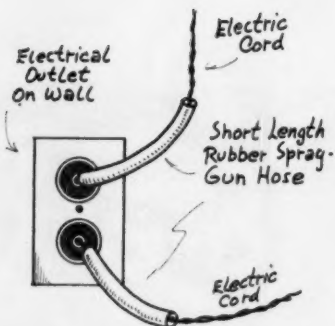
After one or two cases at Santa Fe Lines Hospital where the folders failed to hear the feeder's warning, the problem was solved by installing a warning buzzer on the fold end of the ironer and placing a push-button control for it on the feed side of the ironer.



ROUNDED-CORNER RACK

Transporting hangared wash pants and shirts from the finishing units to the distributing department is no longer a problem at the Merced Laundry & Modern Cleaners plant in Merced, California. They use an unusual rack made out of pipe and channel iron that holds a lot of work and is very easy to handle. Actually, it's very little different from the usual caster-wheeled pipe rack, but that little difference is effective. Instead of square corners, the inch pipe support for the 3/4-inch top of the affair is bent in a U-shape with rounded corners at the floor level.

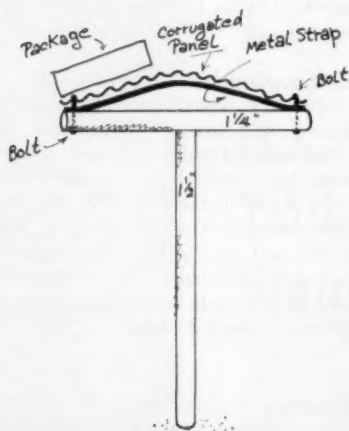
Two crosspieces of channel iron are welded to the bottom and are fitted with swivel casters. I guess what appealed most to me was the fact the rounded ends let a person push the rack without barking his shins on a pipe fitting. It is also easier to maneuver, too, since the channel-iron crosspieces that hold the casters are closer together than on the usual type of rack used for this purpose.



INSULATED PLUG-INS

Another idea from the Santa Fe Lines Hospital is a safeguard against the washroom men getting shocks when pulling the electric plug-in cords from a nearby wall outlet. (Wet hands and a damp floor could give them a real jolt.)

In this case Roy Mercer has fitted foot-long lengths of rubber spraygun hose over the plug-in cords so the washroom men have available a well-insulated handhold when needed.



ROOFED RACK SUPPORTS

At the Merced Laundry there is a real touch of color in the call-office storage room for finished drycleaning. Inch-and-a-half pipe standards set into the concrete floor support the drycleaning racks. Each of the 1 1/4-inch pipe crosspieces that support the racks has been topped with metal straps, and across them are fastened lengths of corrugated green fiber-glass panels. These panels form a little peaked roof the full length of each rack; they were designed to support blanket and sweater bundles.

Shortly after their installation the panels saved the day when a severe rainstorm caused a serious leak. □□

Public Opinion

"To the consumer, one of the important facts about wash-and-wear cotton is the saving of time and money in laundering such items as shirts and sheets which, because of the drudgery of ironing, are most frequently sent to the laundry. U. S. Department of Agriculture economists estimate that

by switching from commercial laundering to home wash-and-wear, the average family of four can save \$100 a year on shirts and sheets alone." Quotation from the October *Readers' Digest* article "Drip-Dry, Wash-Wear and Other Cotton News" as condensed from *Farm and Ranch*, September issue.

After 41 minutes, you could be losing money!

don't lose . . . SAVE with

**the NEW
41-MINUTE
WASHING
FORMULA**

7 operations — complete wash — 41 minutes.
2 extra washes per wheel per day.
Save over \$550.00 per wheel per year . . . only possible when using the new Beach High-Speed Laundry Products:

- 1. New ACTIVATED PRIME SOHP**
Perfect balance of Special Soaps and high potency Alkali (OH)
- 2. New PHOSRITE WASH ACCELERATOR**
PHOSRITE regenerates lime soap left from previous washes. Joins forces with PRIME SOHP carried over from suds to scrub out deeply imbedded soil.
- 3. New HYCON DRY BLEACH**
Double-action HYCON both dissolves and bleaches stains, restoring new-goods look in less bleaching time.

**To Save Tomorrow, Send Today for this
FREE Book: "A New Way to Wash"**

Beach Soap Company
131st Year of Continuous Progress in Manufacturing Fine Laundry Products

17 MILL STREET, LAWRENCE, MASSACHUSETTS
Canadian Licensee, H. L. BLACHFORD, LTD., Montreal, P.Q.

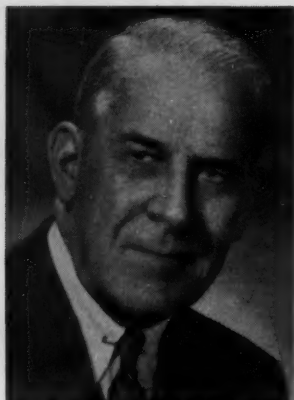
A NEW WAY TO WASH

SAVES \$2.26 PER WHEEL PER DAY!

ALLIED trade NEWS



JOHN ADOLPH BALOG



RAYMOND F. McDONALD



GUY F. BONFIGLIO



ROBERT Y. COOK

John Adolph Balog has been appointed director of laundry technical service at Cowles Chemical Company, Cleveland. He was formerly associate professor in detergency and textile research at Texas Women's University, has worked closely with the linen supply and diaper service industries. His headquarters will be in Cleveland.

Raymond F. McDonald has retired as a director, executive vice-president and general manager of Eaton Chemical and Dyestuff Company. He had been a director since 1950, served as vice-president from 1951 until January 1956 when he was elected executive vice-president and general manager.



James Berke was awarded a gold pin for 30 years of service with Cowles Chemical Company. Mr. Berke, dean of the sales department, has been serving the Chicago and Indiana territories since joining the company in 1929.

The Cleveland Heater Co., Cleveland, Ohio, has purchased the inventory, tools and dies of the Mustee Heater Co. The former will add the X-Flue Rocket series to its line. Manufacturing facilities will be maintained at The Cleveland Heater Co.

Carman-Conley, Inc., announces the relocation of its Chicago offices and warehouse to 4321 W. 32nd St., Chicago 23, Ill. The move to expanded quarters was made necessary by increasing sales.

Guy F. Bonfiglio has been added to the sales staff of The Keyes-Davis Company, Battle Creek, Mich., as field sales representative. Mr. Bonfiglio comes to Keyes-Davis with a wide background of sales experience.

Robert Y. Cook has been named salesman for Superior Products Company, Inc., Somerville, Mass. He was formerly with the Rockweave Laundry Textile Division of Callaway Mills, which now sells its line only through distributors.

Hoffman International Corporation has acquired under an interim agreement the sales and manufacturing facilities of the pressing, drycleaning and laundry equipment of W. H. Nicholson & Co. Hoffman International home offices will remain at 107 Fourth Ave., New York. Manufacture of Hoffman presses and equipment in the United States will continue at the former Nicholson plant in Wilkes-Barre, Pa.

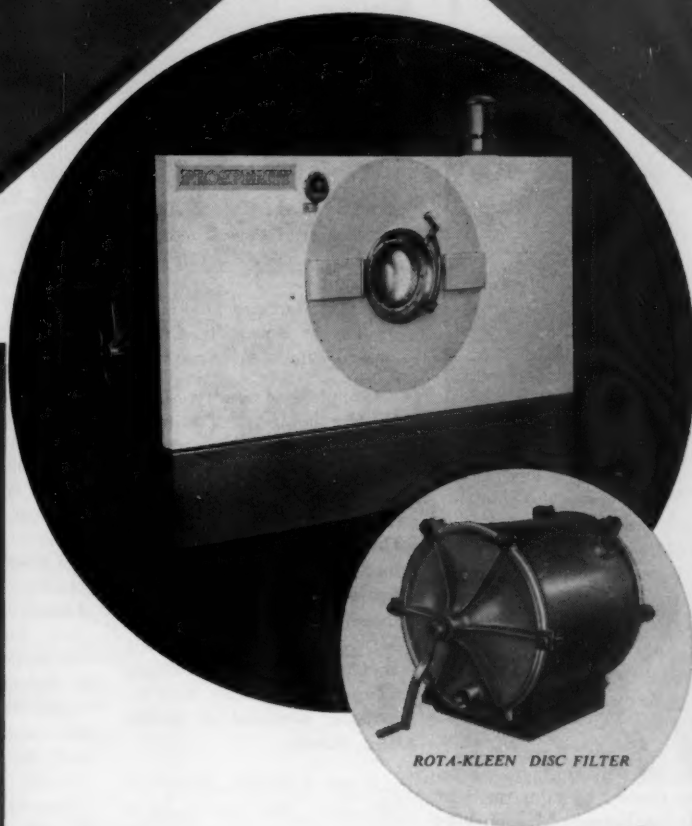
U. S. general manager will be Lewis S. List; sales consultant to garment industry, Louis Lichtman; sales manager to drycleaning industry, E. G. Streiff; parts department, Joseph McSherry; executive engineer, Robert Schlaak; and service, Maurice White.

Martens Chemical Corporation, College Point, N. Y., has appointed Joseph Guss & Son Corporation its distributor in the Washington, D. C., area.

Pennsalt Chemicals Corporation, Philadelphia, Pa., will build a \$500,000 plant at Atlanta, Ga., for blending, packaging and warehousing. This will be the seventh production unit added by Pennsalt in the past five years.



Abso-Clean Chemical Company has moved into expanded quarters in a 30,000-square-foot building at 17325 Lamont



ROTA-KLEEN DISC FILTER

YOU NEED PROTECTION From Loss of Customers

Hold your customers and add others with quality cleaning . . . sharp contrasting colors and sparkling whites are assured with the Prosperity 11-C Two-Bath Cleaning Unit because of:

- * Large diameter, open pocket, perforated ribbed cylinder.
- * Select-A-Level variable solvent level control.
- * Prosperity's carefully engineered wheel diameter / rib height / washing speed ratio.

Save labor, time and money too! The distinctive new **ROTA-KLEEN DISC FILTER** insures "polished" solvent with easier, quicker backwashing.

COMING SOON *"Power Ramie"*

The **PROSPERITY** *Company*

DIVISION OF WARD INDUSTRIES CORPORATION
FACTORY AND GENERAL OFFICES, SYRACUSE, N.Y. - SALES AND SERVICE BRANCHES IN ALL PRINCIPAL CITIES

Exclusive National Distributor *RCA Whirlpool Coin-Operated Washers
*TRADE-MARK RCA AUTHORIZED BY OWNER

Ave., Detroit 12, Mich. This is the fourth move for expansion since the firm was founded in 1945.



JOHN N. BARKER



NAT K. HAMMER

John N. Barker has been named sales manager of 11 Western states, Hawaii and Alaska by International Duplex Corporation, San Francisco. He had previously held sales managerial positions for leading appliance manufacturers.

Nat K. Hammer has been named industrial products sales manager of A. E. Staley Manufacturing Co., Decatur, Ill. He joined Staley in 1945 as industrial salesman; for the past year he has served as field sales manager.

Carter Walters has been appointed sales manager of Lasco Supply Company, Dallas, Tex. Also named to sales posts at Lasco are Tee J. Perkins and Harry Young. Mr. Perkins will serve the Abilene, Wichita Falls and southern Oklahoma area, and Mr. Young will cover east Texas.

Guss Equipment Corporation, Washington, D. C., has purchased a two-story building at 1216 Elmwood Ave., Sharon Hill, Pa., for expansion of business into the Delaware Valley. The building contains 16,000 square feet which will house offices and warehousing equipment.

NEWS ABOUT people

NORTH CENTRAL

Robert Helge, route salesman for Monarch Laundry and Dry Cleaners, Chicago, Ill., was honored as the plant's star salesman at a dinner held recently. Mr. Helge received a gold Oscar statue and an engraved wristwatch in the city-wide sales contest sponsored by the Chicago Laundry Owners

Association. William Velenga, president of Monarch, was host.

William McGee has taken over operation of Peoples Laundry, 211 Charles St., Bangor, Mich., from Mrs. Agnes Brown.

Best Grand Laundry and Dry Cleaners, Inc., will be located in a new building at 46 N. West St., Indianapolis, Ind., to replace its former quarters on N. Senate Ave.

Al and Jae Hawkos held the formal grand opening of Chetek (Wis.) Silver-Coin Laundry, S. Main St.

Mrs. Dagny Hinton has established a laundry in a newly remodeled building on N. Van Buren, Springfield, Minn.

Ralph Pettibone, executive secretary of the Chicago (Ill.) Laundry Owners Association, has been named chairman of the laundry supplies group for the 1960 March of Dimes, according to Robert B. Crane, general campaign manager.

Campbell Laundry, 3009 N. Humboldt Ave., Milwaukee, Wis., has been acquired by Polly Prim Laundries & Cleaners, and will be operated as the Campbell Division. The Campbell facilities will be modernized to handle linens for hotels, motels and clubs in the Milwaukee area, Robert M. Gill, president of Polly Prim, said. Roland Teitgen, Campbell president, will remain as a consultant to the new division.

Home Laundry, Bloomington, Ind., was toured by a group of approximately 50 business people who inspected the firm's newly remodeled quarters.

Mrs. Julia Haenel has established Haenel's Laundry, W. Seventh St. and Grand Ave., Neillsville, Wis.

Whitney Frost has announced the establishment of a laundry in the Drahous Bldg., Lakefield, Minn.

Mr. and Mrs. Walter Finke and Miss Agnes Banck have announced plans to open a laundry in a new building on Main St., Adrian, Minn.

WEST

Cascade Laundry & Dry Cleaning, Denver, Colo., has opened its twelfth branch, in the Westminster Plaza Shopping Center.

C. W. Wallace has purchased Athens (Tex.) Laundry, according to a report by James B. Cain. Mr. Wallace

is also owner of Fashion Cleaners, 303 E. Tyler. An addition is presently being constructed at Athens Laundromat to be occupied by Fashion. Mr. Cain will continue to operate Athens Laundromat on S. Palestine.

Phil De Stanislaio, president of Exchange Linen Supply, Santa Rosa, Calif., was chosen general chairman of one day's activities at the two-day Linen Supply Association of America's Blue Ribbon Sales Congress, held recently in San Francisco.

Mr. and Mrs. Raymond Cole are the new owners of a laundry in Lone Wolf, Okla., formerly operated by Joe Cox.

Citizens Laundry, 16th and O Sts., and **Family Service Laundry, Inc.**, 830 California Ave., Bakersfield, Calif., will be merged, according to Serv-er Kaar of Citizens and Theodore M. Ryerson of Family Service. The new concern will be known as Citizens-Family Service Laundry and Cleaners, and will operate from the present Family Service location.

Mr. and Mrs. D. F. Beard have announced the opening of Luling (Tex.) Laundry and Washateria, 909 E. Davis St.

Arvin (Calif.) Laundry and Dry Cleaners, 773 Third St., has been purchased by Marion Bow.

Pacific Laundry, Honolulu, Hawaii, was scheduled to open its tenth branch, in the Ala Moana Shopping Center.

East Side Laundry, Weleetka, Okla., owned and operated by Mr. and Mrs. Goddard, has installed coin-operated equipment.

Wash Well Laundry & Dry Cleaners, Tucson, Ariz., announced plans to open two branches, at 26th St. and Craycroft Rd., and Tucson Blvd. and Water St.

Diamond Laundry has announced plans to expand its

Key to bigger family laundry sales

You've read about it. It's the answer to today's profit squeeze. Get the full story from The Key-Tag Checking System Co., 6509 Hough Ave., Cleveland 3, Ohio.

- ★ 1-DAY SERVICE
- ★ LOWER LABOR COST
- ★ NO ERRORS

THE KEY-TAG
LOT CONTROL SYSTEM

facilities at 398 W. San Carlos St., San Jose, Calif.

Charlie Mauch, owner of Sunshine Laundry and Dry Cleaners, Sapulpa, Okla., recently celebrated his fortieth year of business in the same location. After many remodelings and additions, the establishment occupies the entire site from 1101 to 1109 S. Main.

Martha Cartwright has announced plans for the establishment of a new laundry at 123 Fourth St., Turlock, Calif.

Mr. and Mrs. Neville Brehm, owners of Poteau (Okla.) Steam Laundry, held an open house recently to celebrate completion of a remodeling program.

CANADA

Easy Self Serve Laundry, Melville, Sask., was opened recently with Mayor and Mrs. W. R. Bailey attending.

Sunshine Laundry, New Glasgow, N. S., will continue in operation under the new management of James E. Bagnall, who operates a similar establishment.

Speed Wash has been opened at the King St. location of Clinton (Ont.) Laundry and Dry Cleaners, it was announced recently.

New System Laundry and Dry Cleaners, Liverpool, N. S., held an open house recently to celebrate installation of new equipment.

EAST

Joseph Weiss, a director of Consolidated Laundries Corp., New York, N. Y., was honored by labor and management for outstanding industry and community service at a dinner held recently for the Joint Defense Appeal. Mr. Weiss, who retired last July as treasurer and a vice-president of Consolidated after 46 years with the concern, received a plaque.

Robert A. Steele has purchased Wee Wash It Laundry, 723 Grant St., Franklin, Pa., from Carl Triola and James P. Nordstrom, and will combine the laundry service with his drycleaning business.

Sound Beach (N. Y.) Laundry, owned by Helen and Nat Goldberg, held a grand opening to celebrate the completion of its new wing.

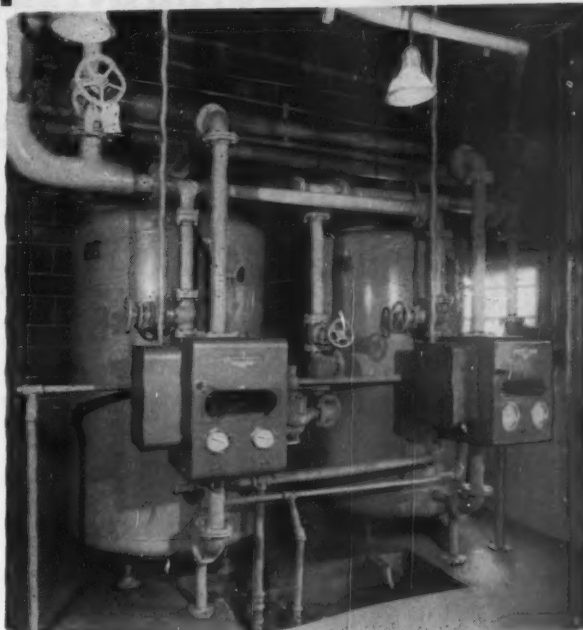
State Laundry has been opened on Northern Blvd., Flower Hill, N. Y.

William Dietzel of the laundry department at Hamot Hospital, Erie, Pa., was honored by his co-workers at a farewell party. Mr. Dietzel has been in the laundry business for 48 years.

White Mountain Laundries, Inc., 336 Elm St., and Fashion Cleaners, Inc., Stamford, Conn., have announced plans to consolidate. The firm will be known as White-Fashion Laundries and Drycleaners, Inc. Officers of the new corporation are Sol Younger, Je-

MORE THAN 4,000 LAUNDRIES*
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AYER, MASS.

REPRESENTATIVES IN ALL PRINCIPAL CITIES

rome Taub, Bernard Taub and Martin Gerstenzang.

Binghamton (N. Y.) Laundry, Inc., has announced plans to move its operations to 117 E. Frederick St. George E. Knowlton, Jr., president, said the move will depend on when the State Department of Public Works acquires its 80 South St. property for a planned highway project.

NORTHWEST

Fay Knapp has announced plans to establish a laundry at 617 Center Ave., Payette, Idaho.

George H. Friesen has been issued a business license for operation of a laundry at 914 N. W. 21st Ave., Portland, Ore.

Ed de Reus is the manager of a new laundry opened recently at 814 21st St., Lewiston, Idaho.

Pettersen's Laundry and Cleaners, Coos Bay, Ore., has

been purchased by the Boone family, operators of Twin City Laundry in North Bend.

New Service Laundry, Roseburg, Ore., is back to normal following repairs and remodeling, it was reported by Joe Boatwright, manager. The building suffered considerable damage in a recent explosion.

Ontario (Idaho) Laundry has been issued a permit for a \$10,000 expansion program. Wallis Jones, son of the founder, R. W. Jones, is in charge of the operation.

Minot (N. D.) Steam Laundry has installed a new automatic flatwork ironer.

Bert's Laundry has been opened at 8326 S. E. 17th Ave., Portland, Ore., by Bert Ameele.

SOUTH

New Way Laundry, 430 W. Franklin, and Quick Laundry & Cleaners, 307 E. Franklin,

Gastonia, N. C., distributed 600 baby Hawaiian orchids during National Salute the Housewife Week.

Mississippi State University Laundry and Dry Cleaning Plant at State College, Miss., held an open house recently. According to manager R. B. Tullos, the establishment serves some 4,000 students and about 800 staff members and their families in the college community.

Sevier's Laundry has opened a pickup station in the new Edgemont Shopping Center, Bristol, Va.

Kingsport Laundry, 619 W. Sullivan, Lynchburg, Va., has added a storage vault.

Edwin T. Cullen, laundry manager at Salem (Mass.) Hospital, for the past 17 years and a past president of the National Association of Institutional Laundry Managers, has accepted a position as linen coordinator at the Johns-Hopkins Hospital, Baltimore, Md. Mr. Cullen, who has been active in association work, is the author of many articles, the innovator of the color-code linen control system, and a former member of the Laundry Committee of the American Hospital Association.

obituaries

NORMAN BAKKEN, 46, owner and operator of Fertile (Minnesota) Laundry and Cleaners, died recently following an extended illness. Mr. Bakken operated Valley Industrial Laundry until several years ago when he sold the business to the American Linen Sup-

ply Co. He was active in community affairs.

G. HAMILTON FAY, 78, former owner of Empire Laundry Company, Los Angeles California, died recently. Born in Bryan, Ohio, Mr. Fay had been

a resident of the Los Angeles area for sixty-eight years. He is survived by his wife.

WALLACE RUDENBERG, 52, of General Cleaners Products Company, Chicago, Illinois, died recently of a heart attack. Mr. Rudenberg was well

known in the laundry and drycleaning industries through his affiliation with Sterne-Maley & Company and Carmen-Conley Company. He was a member of the Chicago Laundry Owners Association. Surviving are his wife and two daughters.

convention CALENDAR

Minnesota Institute of Laundering and Cleaning

St. Paul Hotel, St. Paul, Minnesota, January 16-17

Texas Laundry and Dry Cleaning Association

Stephen F. Austin Hotel, Austin, Texas, January 21-23

Louisiana Laundry and Cleaners Association

Bentley Hotel, Alexandria, Louisiana, January 29-31

National Institute of Rug Cleaning

Conrad Hilton Hotel, Chicago, Illinois, January 30-February 2. With exhibit

New Jersey Laundry and Cleaning Institute

Essex House, Newark, New Jersey, February 6-7

National Institute of Drycleaning

Palmer House, Chicago, Illinois, February 22-23

American Institute of Laundering

Conrad Hilton Hotel and International Amphitheatre, Chicago, Illinois, February 24-28. With exhibit

National Association of Institutional Laundry Managers

Hotel Sherman, Chicago, Illinois, February 25-27

New England Linen Supply Association

Hotel Somerset, Boston, Massachusetts, March 4-5

Connecticut Launderers & Cleaners Association, Inc.

Wallingford, Connecticut, March 19

Massachusetts Laundry Owners Association

Statler Hotel, Boston, Massachusetts, April 1-2

Diaper Service Institute of America

Roosevelt Hotel, New Orleans, Louisiana, April 5-8. With exhibit

Maryland, District of Columbia and Virginia

Laundryowners Association

Chamberlain Hotel, Old Point Comfort, Virginia, May 1-3

Pacific Northwest Launderers and

Drycleaners Association

Winthrop Hotel, Tacoma, Washington, May 19-21

California Laundry and Linen Supply Association

Del Coronado Hotel, Coronado Beach, California, June 1-5

Florida Institute of Laundering and Cleaning

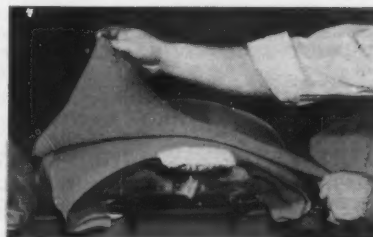
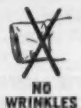
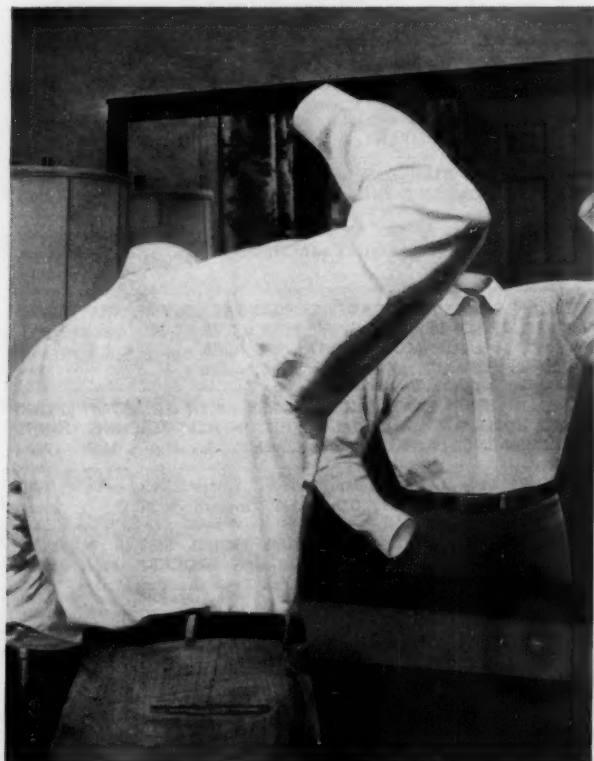
Fontainebleau Hotel, Miami Beach, Florida, June 24-26

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classified department

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MACHINERY FOR SALE

28" HUEBSCH HANDKERCHIEF IRONERS with fluffers, like new. Talley Laundry Machinery Co., Greensboro, N. C. 1267-4

UNIPRESS TWO-GIRL SHIRT UNIT, rebuilt. Talley Laundry Machinery Co., Greensboro, N. C. 1277-4

30 x 30 AMERICAN STAINLESS-STEEL WASHERS, excellent condition. Talley Laundry Machinery Co., Greensboro, N. C. 1278-4

AMERICAN and TROY 5-ROLL 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6766-4

WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT. 30 x 30", 36 x 54", 42 x 72" and 44 x 84". Ready for immediate delivery. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6661-4

8-ROLL 120" AMERICAN and TROY IRONERS, REBUILT IN NEW MACHINE CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6799-4

CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL-WELDED STAINLESS-STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS-STEEL CYLINDERS WITH OUR PINCH- AND FOOL-PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9706-4

TROY and AMERICAN LATE-TYPE 6-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6618-4

AMERICAN 4-ROLL 100" and 120" STANDARD FLATWORK IRONERS. COMPLETE WITH VARIABLE-SPEED MOTORS. NEW MACHINE GUARANTEE. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 9318-4

48 x 126" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3-, 6-, or 9-COMPARTMENT STAINLESS-STEEL CYLINDERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9368-4

40" AMERICAN OPEN TOP EXTRACTORS WITH AUTOMATIC BRAKE RELEASE. 40" HOFFMAN EXTRACTOR WITH EXPLOSION PROOF MOTOR. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 598-4

MONEL METAL WASHERS. AMERICAN CASCADE, 1 COMPARTMENT, 1 DOOR, MOTOR-DRIVEN, 30 x 40", 30 x 30", 24 x 36", 24 x 24", REBUILT LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 693-4

60" AMERICAN ZEPHYR, HOFFMAN AMICO AND TOLHURST CENTER SLUNG OPEN TOP EXTRACTORS WITH COPPER AND STAINLESS STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 600-4

48" VIERSEN HIGH-SPEED and 48" TOLHURST, DIRECT MOTOR-DRIVEN EXTRACTORS. Ready for immediate delivery. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4855-4

24 x 120" RETURN-FEED SUPER IRONER, MOTOR-DRIVEN. PRICED RIGHT. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck St., Brooklyn 6, N. Y. 9725-4

AMERICAN and TROY 26" and 28" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6868-4

HUEBSCH 25" COMBINATION HANDKERCHIEF AND NAPKIN IRONERS COMPLETE WITH FLUFFER and TABLE, 4 CISELL MASTER HOSIERY DRYERS, LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9943-4

MODEL 75, AMERICAN VACUUM STILL, COMPLETE WITH MOTOR-DRIVEN PUMP. 6-NATIONAL HAND AND POWER MARKING MACHINES. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 984-4

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion, 10¢ a word for subsequent, consecutive insertions. Minimum charge—\$2.00 (new or repeat).

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AMERICAN 120", 12-ROLL IRONER, THOROUGHLY REBUILT, IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 647-4

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN-TOP MOTOR-DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6983-4

Five 42 x 84" AMERICAN MASTER CASCADE DOUBLE END-DRIVEN MONEL WASHERS with 2-compartment, 2-door cylinders. IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6910-4

2-ROLL 100", 110" and 120" AMERICAN and CL RETURN-FEED IRONERS. MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 735-4

PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES:—COLLAR AND CUFF, BOSOM, YOKE AND TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 9942-4

PROSPERITY LATEST TYPE SPORT SHIRT UNIT, complete with TUMBLER AND DRYSET VACUUM UNIT. Used less than one year. Equal to new in every respect. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1537-4

American and Hoffman 140F drycleaning units, complete in every respect. New-machine condition, at considerable saving over new-equipment price. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 1538-4

ASHER ironers 48 x 120, 32 x 120. Rebuilt, big stock, terms. Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J. 2240-4

AMERICAN IRONER, 2-roll 100", rebuilt in A-1 condition. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C. 1804-4

Five TROY 48" open-top extractors at a bargain price. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C. 1806-4

PROSPERITY and AJAX air-driven utility presses. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C. 1808-4

42 x 84 and 42 x 96 AMERICAN and HOFFMAN rebuilt washers—in excellent shape. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C. 1811-4

AMERICAN MASTER CASCADE, DOUBLE-END-DRIVEN, CONVERTED TO SILENT CHAIN DRIVE AND "V" BELT DRIVE AT MOTOR, 44 x 96", 44 x 108", 44 x 120" MONEL METAL WASHERS with 3 and 4 pockets. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1726-4

AMERICAN STREAMLINED 6-ROLL IRONER, WITH HAMILTON SPRING PADDED ROLLS AND VACUUM DEVICE, IN NEW MACHINE CONDITION. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1729-4

PROSPERITY 51" wearing apparel presses. Power Circle, rebuilt. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C. 1803-4

AMERICAN, TROY AND SMITH-DRUM MONEL METAL WASHERS. MOTOR-DRIVEN, 42 x 96" 2-POCKET and 3-POCKET, 42 x 72" 2-POCKET. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1730-4

PURKETT 78" HEATED CONDITIONING TUMBLER, COMPLETE WITH CONVEYOR. IN EXCELLENT OPERATING CONDITION. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1731-4

STARCH COOKERS, 15, 25, 50 GALLON, COPPER and MONEL. PRACTICALLY NEW. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2113-4

MACHINERY FOR SALE (Cont'd)

6—AMERICAN SUPER-ZARMO DUCK COAT PRESSES, 4 AMERICAN FOLDMASTERS, EITHER FOR 7" or 8" FOLD. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1733-4

UNIPRESS CABINET SHIRT UNIT, CONSISTING OF: CABINET BOSOM, CABINET SLEEVE, SPECIAL YOKE PRESS AND AUTOMATIC FOLDING TABLE. EQUAL TO NEW IN EVERY RESPECT. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 305 TEN EYCK ST., Brooklyn 6, N. Y. 1739-4

36 x 30 HUEBSCH GAS-FIRED TUMBLERS, like new. Talley Laundry Machinery Co., Greensboro, N. C. 1279-4

HOFFMAN X MODEL PRESSES, factory rebuilt. Talley Laundry Machinery Co., Greensboro, N. C. 1280-4

40" and 48" AMERICAN all stainless-steel open-top extractors—perfect shape. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C. 1802-4

ONE—AMERICAN FULLY AUTOMATIC WASHWHEEL FORMULA CONTROL MODEL 050M. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 1900-4

CALL! WRITE! WIRE! "DON'T DILLY-DALLY, CALL TALLEY." We have a complete stock of late model rebuilt laundry and drycleaning machinery. Low terms to suit you! TALLEY LAUNDRY MACHINERY CO., GREENSBORO, N. C. 2052-4

PROSPERITY CABINET SLEEVERS—late models. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2053-4

PROSPERITY 200# AUTOMATIC OPEN-END WASHERS—Just arrived. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2054-4

PROSPERITY 8-ROLL x 132" IRONER—excellent shape. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2057-4

PROSPERITY TWO-GIRL SHIRT UNITS, rebuilt and guaranteed. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2058-4

20" HUEBSCH HANDKERCHIEF IRONERS with fluffers, like new. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2059-4

Six-roll 120" AMERICAN and TROY rebuilt ironers. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2063-4

PROSPERITY 51" wearing apparel presses. Power Circle, rebuilt. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2065-4

36 x 30 HUEBSCH GAS-FIRED TUMBLERS, like new. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2066-4

HOFFMAN X MODEL PRESSES, factory rebuilt. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2067-4

40" and 48" AMERICAN all stainless-steel open-top extractors—perfect shape. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2068-4

1—AMERICAN CLASS 121, 5-lane Strackrite stacker. Mechanically equal to new. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St. Brooklyn 6, N. Y. 2097-4

26", 28", 30", EXTRA DEEP AMERICAN, FLETCHER, PELLERIN, TROY EXTRACTORS. Motor-driven. Some with NEW electrical equipment. Copper or stainless-steel baskets. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2108-4

16 x 100" AMERICAN 41210 RETURN-FEED FLATWORK IRONERS. MOTOR-DRIVEN. PROSPERITY POWER CIRCLE AND AMERICAN SUPER ZARMO 51" TAPERED PRESSES. VERY REASONABLY PRICED. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2109-4

40" AMERICAN, TOLHURST, TROY DIRECT MOTOR-DRIVEN EXTRACTORS. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2110-4

54 x 120" C/L REBUILT MONEL METAL WASHER, NEW DOUBLE END ROLLER CHAIN DRIVE, NEW C/L EVERTITE DOORS, DIRECT MOTOR-DRIVEN THRU "V" BELT. EQUAL TO NEW IN EVERY RESPECT. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2111-4

CABINET SLEEVERS, PROSPERITY AND AMERICAN WITH MEASURING DEVICE. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2112-4

All metal bundle trucks, with rubber castings in A-1 condition. Size: 63" long, 5'6" high, 16" deep. \$35.00 each. ADDRESS: Box 2084, THE LAUNDRY JOURNAL. -4

AMERICAN FORMATIC DUCK COAT UNIT COMPLETE. IN EXCELLENT CONDITION. Used about year and half. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 1909-4

5 NATIONAL FANTOM FAST MARKING MACHINES AND 5 LISTING MACHINES. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2116-4

Two—42 x 84" ELLIS two-pocket UNLOADING WASHERS, One—42 x 54" AMERICAN two-pocket UNLOADING WASHER. Two—50" ELLIS Notrux extractor. One—FURKETT 72" hot shake-out tumbler with conveyor. One—AMERICAN small-piece folder. CHICAGO USED & NEW LAUNDRY EQUIPMENT CO., INC., 3128 West Lake Street, Chicago 12, Illinois. NEvada 8-7764. 2136-4

One—SUPER 2-roll 120" chest-type steam-heated return ironer—factory rebuilt. One—Used 8-roll 120" chest-type ironer. SUPER LAUNDRY MACHINERY COMPANY, 1113 West Cornelia Avenue, Chicago 13, Illinois. 2137-4

One National conveyor complete with belt 72 feet long \$1,500. White Memorial Hospital, 1720 Brooklyn Avenue, Los Angeles 33, California. 2138-4

Unipress and Prosperity cabinet sleeves—late models. ADDRESS: Box 2174, THE LAUNDRY JOURNAL. -4

Like new "Prosperitol." Fully automatic washwheel controls. Government cost \$2,675—while they last \$285 each. You can't afford to let this bargain go. Call or write: Talley Laundry Machinery Co., Greensboro, N. C. 2175-4

Just arrived! A number of 42 x 72 American and Hoffman washers in A-1 condition. Excellent buys! Talley Laundry Machinery Co., Greensboro, N. C. 2176-4

Air-driven New Yorker mushroom drycleaning presses. Like new. Cheap! Talley Laundry Machinery Co., Greensboro, N. C. 2177-4

PANTEX, HOFFMAN MODEL X AND PROSPERITY MODEL E2D AIR-OPERATED DRYCLEANING PRESSES. THOROUGHLY REBUILT. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 2178

WILLIAMS LAUNDRY MACHINERY CO.—All sizes and types of laundry and drycleaning equipment, WASHERS, EXTRACTORS, TUMBLERS, FLATWORK IRONERS, etc. Items available too numerous to mention. Can satisfy all machinery needs at BARGAIN PRICES. We are in a position to furnish parts for all makes and models of equipment available. For further information CALL Stillwell 6-6666 or write WILLIAMS LAUNDRY MACHINERY CO., INC., 37-37 9th Street, Long Island City 1, N. Y. 2183-4

NOTICE OF PUBLIC AUCTION—LAUNDRY AND DRYCLEANING EQUIPMENT—132 items—Value \$400,000. DETAILS: California Division of Highways, 4075 Taylor Street, San Diego 12, California. 2196-4

Liquidating modern plant in hotel, 8-roll streamline flatwork ironer, 6-roll streamline flatwork ironer, 42 x 84" automatic dump washers, flatwork ironer accessories, i.e. folders, spreaders, stackers, Notrux extractors. MUST ACT IMMEDIATELY. ADDRESS: Box 2179, THE LAUNDRY JOURNAL. -4

IMMEDIATE ACTION NECESSARY—WASHERS, in good running condition, 42 x 84" Troy \$1,700, 42 x 72" Troy \$1,600, 42 x 54" American \$1,500, all MONEL, 48" American MONEL EXTRACTOR \$1,250. ADDRESS: Box 2180, THE LAUNDRY JOURNAL. -4

MACHINERY FOR SALE (Cont'd)

7—Huebsch and American Zone-Air **OPEN-END TUMBLERS**, AC 220 volt, 3 phase, 60 cycle, practically new. Available immediate sale, **SPECIAL PRICE \$225 each.** ADDRESS: Box 2184, **THE LAUNDRY JOURNAL.** -4

TALLEY LAUNDRY MACHINERY COMPANY, INC., PARTIAL INVENTORY LIST OF REBUILT LAUNDRY EQUIPMENT IN STOCK. Many others to choose from 20" Huebsch handkerchief ironers with fluffers, like new, Unipress two-girl shirt unit, rebuilt, 30 x 30 American stainless-steel washer, excellent condition, American ironer, 2-roll, 100", rebuilt, A-1 condition, 5—Troy 48" open-top extractors at a bargain price, Prosperity and Ajax air-driven utility presses, 42 x 84 and 42 x 96 American and Hoffman rebuilt washers, excellent shape, Prosperity 51" wearing apparel presses, Power Circle, rebuilt, 36 x 30 Huebsch gas-fired tumblers, like new, Hoffman X model presses, factory rebuilt, 40 and 48" American all stainless-steel, open-end extractors, perfect, Prosperity cabinet sleeve, late model, Prosperity 200# automatic open-end washers—just arrived, Prosperity 8-roll, 132" ironer—excellent condition, Prosperity two-girl shirt unit, rebuilt and guaranteed, 6-roll, 120" American and Troy rebuilt ironers. **PHONE—WIRE— or WRITE—TODAY! TALLEY LAUNDRY MACHINERY CO., INC., 1156 Battleground Avenue, Greensboro, N. C. Phone: BRoadway 4-1594.** 2104-4

3—42 x 84" **AMERICAN CASCADE UNLOADING WASHERS**, two-compartment, 2-door cylinders, 220 v. 3 HP. 60 cycle electrical equipment. Not rebuilt but in good operating condition. **CUMMINGS-LANDAU**, 305 Ten Eyck St., Brooklyn 6, N. Y. 2202-4

EXTRACTORS: 2—48-inch Hoffman open-top, 1—60-inch Hoffman open-top. Excellent condition. Can be seen in operation. Best offer. Normal Laundry, 7930 S. Racine, Chicago 21, Illinois. 2203-4

Hoist—Robbins & Myers electric (1) 2,000 lb. capacity \$175, (1) 1,000 lb. capacity \$150, Bradley stall shower, 5 compartments, complete with partitions, shower heads and controls \$100, ventilating blower and magnetic starter, Allis 7½ HP. motor with Clarage fan-type HV size 1¼" \$150, Pelton surgical instrument sterilizer \$15, 2 Copes boiler feedwater regulators BI 2" \$25 each, Bailey boiler meter \$25, (3) G.E. mech. starting compensators oil bath, (2) 30 HP. (1) 25 HP. \$45 each. A. H. Dule, 265 Cortlandt Street, Belleville, N. J. Phone Plymouth 9-4444. 2204-4

2—**SIX-ROLL 120" AMERICAN IRONERS**, rebuilt by West Coast Laundry Machine Company, San Francisco. 1-36" x 36" **AMERICAN CHAMPION WASHER** chain-driven, rebuilt. 1—42" x 72" **PREMIER WASHER** 2 P double-end drive, rebuilt. 1—42" x 72" **AMERICAN CASCADE WASHER** 2 P rebuilt. 1—42" x 84" **TROY WASHER SLIDE-OUT** rebuilt. Waterman Supply Company, P. O. Box 596, Wilmington, California. 2205-4

FIVE NATIONAL NO. 20 LISTING MACHINES WITH FOUR BOOTHS. **INTERBORO LAUNDRY, PEMBROKE AVE., LANSDOWNE, PA.** 2215-4

42 x 84" Hoffman motor-driven Monel washer, 3 Hoffman wood washers with metal ribs, V-belt drives, 2—48" extractors, 2—30" extractors, One rebuilt Braun 200 lb. unit, 20 lb. and 17 lb. Bock extractors, 25 lb. Cook washer, Forse electric one-girl shirt unit like new. All in excellent condition and priced right, for quick sales, F. L. Schadt, 111 Helen St., Syracuse 3, N. Y. 2214-4

MACHINERY WANTED

WANTED—SAGER A SPREADERS. Montecito Manufacturing Co., 702 E. Montecito St., P. O. Box 150, Santa Barbara, Calif. 2098-3

WANTED, MONEL METAL WASHERS, all sizes, 6 and 8-roll **IRONERS**, all makes and sizes, 54", 50" and 48" **NOTRUX EXTRACTORS**. Interested in buying entire plants for export. **HIGHEST PRICES PAID.** ADDRESS: Box 2181, **THE LAUNDRY JOURNAL.** -3

COMPLETE PLANTS AND GOING BUSINESSES WANTED. ADDRESS: Box 2182, **THE LAUNDRY JOURNAL.** -2

SITUATIONS WANTED

Man—15 years experience laundry and drycleaning desires position, A. I. L. graduates. Prefer Northeast. ADDRESS: Box 2193, **THE LAUNDRY JOURNAL.** 2193-5

Laundry manager desires change for personal reasons, over 20 years experience in all phases of operation. Some drycleaning experience. Age 42, good record. Laundry school graduate. ADDRESS: Box 2196, **THE LAUNDRY JOURNAL.** -5

Position wanted: Laundry and drycleaning superintendent. 44 years old, married. Mechanical ability, also, I will consider any location. I will make change as soon as job is available. 23 years experience in this line of work. ADDRESS: Box 2158, **THE LAUNDRY JOURNAL.** -5

WANTED—a position in which volume can be increased, quality improved, and costs reduced. Excellent employee relations with proven sales and management techniques. Responsible parties only. ADDRESS: Box 2172, **THE LAUNDRY JOURNAL.** -5

Executive of exceptional experience breadth and depth now available for top position which will put to good use his proven high abilities, energy and performance record in linen supply, commercial flat, family and dry cleaning. Location not a problem. Full resume and eminently qualified references will be furnished to anyone having a genuine, unfulfilled need to **GET RESULTS.** ADDRESS: Box 2215, **THE LAUNDRY JOURNAL.** -5

HELP WANTED

MANAGER FOR INDUSTRIAL LAUNDRY. Are you aggressive—do you want to increase your income? We want men with managerial experience in the industrial laundry and linen supply industry. Communicate with National Industrial Laundries, 1100 Sherman Avenue, Elizabeth, N. J. 1672-7

LAUNDRY SUPERINTENDENT. Well-established firm in business over 70 years. Doing over \$8,500 per week in laundry and drycleaning sales. Must have full knowledge of all phases of operation. Past work history must demonstrate the ability to supervise and direct the activities of production personnel. Plant located in northern Midwestern state. Excellent future for the right man. Please send current snapshot plus complete resume. ADDRESS: Box 2195, **THE LAUNDRY JOURNAL.** -7

MINT, the only bonded employment agency specializing in the placement of personnel in the laundry and drycleaning field exclusively, is now expanding its service nationally. **POSITIONS** available throughout the U. S. Register with us at once. Simply mail your resume or letter to us stating your qualifications and application will be forwarded to you immediately. Interview will be arranged promptly. All correspondence and contact will be **STRICTLY CONFIDENTIAL. NO CHARGE** for registration. Mint Personnel Specialists, 111 West 42nd Street, New York 36, N. Y. Telephone LOnacre 3-0021. 2206-7

Supervisor—Flatwork department, large family laundry Metropolitan New York City area. Excellent opportunity for aggressive man with experience in producing quality work. Permanent position with chance for advancement. ADDRESS: Box 2207, **THE LAUNDRY JOURNAL.** -7

Assistant to manager—experienced in family laundry and drycleaning. Excellent opportunity for young, aggressive man to become associated with one of the largest, finest quality family plants in New York City Metropolitan area. ADDRESS: Box 2208, **THE LAUNDRY JOURNAL.** -7

LAUNDRY/LINEN SUPPLY executive production man for large Las Vegas plant. Knowledge and experience in scheduling, work flow, production and quality standards, washroom practices, personnel and customer relations required. Starting salary \$10,000 annually. Write full particulars as to work experience, background, etc. ADDRESS: Box 2209, **THE LAUNDRY JOURNAL.** -7

PROFESSIONAL NOTICES

CARRUTHERS' BULLETIN—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and analysis of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 201-27

BUSINESS OPPORTUNITIES

MANUFACTURERS REPRESENTATIVES wanted for the power plant and washroom products. Wonderful opportunity with rapidly growing leader in field. ADDRESS: Box 2149, **THE LAUNDRY JOURNAL.** -11

CONSULTANTS

Surveys of complete plants, single departments, or individual problems. Any type laundry—commercial, linen supply, family, industrial, institutional. All phases including methods, incentives, layouts, production controls, mechanical, chemical, textile. **HARRY COHEN, LAUNDRY MANAGEMENT CONSULTANT**, 745 Fifth Avenue, New York 22, N. Y. Tel.: ELdorado 5-1353. 1612-25

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REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES. Expert service men. Full line of Asher ironers rebuilt by men who know how. **BAEHR LAUNDRY MACHINE CO.**, 29 Calumet Street, Newark 5, N. J. 1222-37

MISCELLANEOUS MERCHANDISE FOR SALE

EQUIPMENT FOR SALE—Why make expensive repairs on obsolete dump valves when modern, leakproof, air-operated diaphragm valves cost so little? Write **George W. Krieh Laundry Machinery Co.**, 1786 No. Spring Street, Los Angeles 31, Calif. 2102-45

MERCHANDISE WANTED

WANTED: USED UNIFORMS, ALL KINDS, LARGE OR SMALL QUANTITY. ADDRESS: Box 2212, **THE LAUNDRY JOURNAL**. -47

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Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive **DAVOTEX** process. You will become a regular customer. **C. O. D. CLEANING & DYEING CO.**, 1430 Harrison St., Davenport, Iowa. 654-13

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Suits double-breasted made single. \$9.95. Tailoring of any kind wholesale. Also instructions by mail. **Talis**, 11 Pleasant St., Worcester, Mass. 2163-10

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WELL-ESTABLISHED LAUNDRY and DRYCLEANING PLANT located Bedford, Indiana, population 20,000. Average gross past 5 years \$75,000. Building and equipment first-class condition. New boiler. Modern 2-room apartment. No indebtedness on property. Will sacrifice, substantial down payment, balance terms. Contact **Stanley Campbell**, 730 Fifth Avenue, New York, N. Y., Tel. CI 5-7879, or **T. L. Montgomery**, Bedford, Indiana, Tel. BR 5-4481. 2152-2

A COMPLETE LAUNDRY AND DRYCLEANING PLANT IN SOUTHERN ONTARIO—ESTABLISHED OVER THIRTY YEARS—DOING OVER \$500,000 YEARLY. JUST RECENTLY ENTERED INTO THE LINEN SUPPLY FIELD. EQUIPMENT IN EXCELLENT CONDITION. A VERY ATTRACTIVE PRICE FOR THE PURCHASER AND A FIFTEEN TO TWENTY YEAR LEASE ON THE BUILDING WITH A LOW OUTRIGHT PURCHASE PRICE AT TERMINATION OF LEASE OR BUILDING MAY BE PURCHASED OUTRIGHT IMMEDIATELY. ADDRESS: Box 2189, **THE LAUNDRY JOURNAL**. -2

For sale: In central Michigan, modern cleaning plant with shirt laundry. Gross last year \$75,000. Long-term lease on building or will sell. For further information, ADDRESS: Box 2027, **THE LAUNDRY JOURNAL**. -2

\$25,000 DOWN for complete combination plant in central Illinois, including real estate. Total price \$60,000. Will sacrifice this \$150,000-a-year business because of other interests. \$30,000 for business and equipment and same for building, 50 x 168 feet, ideally located uptown main street. \$2,400 weekly laundry volume, plus cleaning and new rental service with unexcelled potentials. ADDRESS: Box 2164, **THE LAUNDRY JOURNAL**. -2

COMPLETE MECHANIZED PLANT FOR SALE in metropolitan New York area, or separate equipment containing 13-foot Moore automatic scrubber, 65-pole conveyor dryroom, with three heating units, rug roller, automatic measuring table. Equipment only three years old . . . excellent condition . . . will sacrifice. ADDRESS: Box 2216, **THE LAUNDRY JOURNAL**. -2

SALESMEN WANTED

COIN-OPERATED LAUNDRY EQUIPMENT. MUST HAVE EXPERIENCE. NO INVENTORY OR FRANCHISE FEE. EXCELLENT FINANCING PLAN. SEVERAL EXCLUSIVE TERRITORIES AVAILABLE. CONTACT WHITE CLOUD, BOX 37, HENRY CLAY STATION, LEXINGTON, KENTUCKY. 2210-14

Salesman for Washington, D. C. territory. Experienced in laundry and drycleaning packaging items. Write to Box 2211, **THE LAUNDRY JOURNAL**. -14

EXPERIENCED SALESMEN WANTED BY MANUFACTURER OF LAUNDRY SPECIALTY SUPPLIES. OUTSTANDING OPPORTUNITY FOR MEN WITH PROVEN ABILITY IN SELLING QUALITY LINE TO SUPPLY DISTRIBUTORS. INCOME ARRANGEMENT OPEN. YOUR REPLIES WILL BE HELD IN CONFIDENCE. WRITE OR WIRE AURORA MFG. COMPANY, 74 WYTHE AVENUE, BROOKLYN, N. Y. 2217-14

UNUSUAL OPPORTUNITY for Manufacturer's Representative with one of the leading full-line polyethylene producers. Must have compatible line and distributor contacts to make ours one of your key lines. We'll back you with powerful merchandising and proven sales aids, but will require close cooperation and concentration. Our present sales organizations earn good five figure commissions. ADDRESS: Box 2218, **THE LAUNDRY JOURNAL**. -14

ESTABLISHED MANUFACTURERS REPRESENTATIVE WANTED BY MANUFACTURER OF LAUNDRY SPECIALTY SUPPLIES. ATTRACTIVE COMMISSION ARRANGEMENT. REPLIES HELD IN CONFIDENCE. WRITE OR WIRE AURORA MFG. COMPANY, 74 WYTHE AVENUE, BROOKLYN, N. Y. 2219-14

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inaccurate marking.
Records the marks used
in all bundles;
permits location of lot
for all marks.

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laundries



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unless check accompanies order.)

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Advertisers in This Issue

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This, the first issue of

THE new LAUNDRY JOURNAL

... marks a *new era* in the editorial leadership of our dynamic industry.

Serving *top laundry management only*, THE LAUNDRY JOURNAL retains all the editorial depth and scope of its predecessor—while adding new *design*, new *direction* and new *ideas* for the men *who get things done through other people*.

They're the management men who take *buying action*. And you'll influence them *most strongly* in the magazine that serves them *exclusively* and *best*:

THE LAUNDRY JOURNAL

466 Lexington Avenue

New York 17, N. Y.

ORegon 9-4000

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The *only* magazine published exclusively for professional rug cleaners . . . the *only* specialized magazine for your advertising.

IN THE wash

Glad To Do It

To the Editor:

Please allow me to express our heartfelt gratitude for the support you have given the United Nations Children's Fund in the November issue of your fine publication.

The space you devoted to one of our programs in behalf of UNICEF will ultimately result in a better understanding of this organization's work among the public at large and consequently in a sizable increase in the milk, medicine and services provided for more than 55 million children and mothers in 106 countries this year.

If it were only possible, we should like to say "thank you" in as many languages as are spoken by the young beneficiaries of your valuable cooperation.

VICTOR DE KEYSERLING
Director of Publicity

United States Committee for UNICEF
United Nations, New York

Ex-Staffer Suggests . . .

To the Editor:

This is news for your readers, and I hope that all success stories find their way into the columns of your most valuable magazine.

My wife, Jane Chase, has had her name in your magazine before on account of her public relations experience, but today is her fifth year with the Rice Hotel Laundry in establishing customer relations. . . . Being 68 years young, Mrs. Chase has lived long enough to accumulate practical experience, and she uses this life-long experience. . . . Calling housewives and telling them about superb quality services is nothing new, but making others like you is an "art," and others can do it, too, equally as well as Mrs. Chase.

The 20 routemen are busy every day picking up soiled clothes along their routes because Mrs. Chase has learned the success of doing her work right, and what she knows, she is willing to pass along to others all over the nation when they write to her and ask her cooperation.

It's been 53 years now since I worked on the STARCHROOM LAUNDRY JOURNAL selling advertising for Mr. Bacharach of Cincinnati, and I am al-

ways glad to speak a good word for your magazine.

WILLIAM N. CHASE
Chase Machinery Company
Houston, Tex.

Needs Sealing Hint

To the Editor:

In my travels across our country and yours, I have visited dozens of plants and have always been accorded an excellent welcome by fellow laundrymen eager to exchange ideas.

Since the advent of cellophane and polyethylene, we have done our share in making use of these products. Our latest venture is in the use of poly for wrapping of blankets (500 per week). We have tried using cut sheets but to streamline our operation we finally decided that due to variety in blanket sizes it would be more economical and

efficient to use 30-inch material in rolls similar to wrapping paper.

We were, of course confronted with the problem of cutting to size suitable for each blanket but this was soon overcome as we developed our own hot wire cutter. We have been using Scotch tape to finish the package but would like to seal the package to make it mothproof, etc.

We have tried several hand sealers but none appear to be suitable unless we use a hardboard base for the wheel to travel on. This is not possible in a blanket package and we are wondering if any of your readers can suggest a remedy. Maybe Lou Bellew has something to offer.

F. D'ARGENT
Operations Manager
Laundry Division
Cousins Limited
Halifax, N. S., Canada



Public Relations in Institutional Laundry

To the Editor:

In St. Joseph's Hospital, Victoria, B. C., Canada, July 22, 1959 was celebrated as "F" day; "F" in this case represents "Fund." This designation served two purposes. It honored Sister Mary Angelus, the retiring administrator, by each employee donating that particular day's pay to the "Building and Equipment Fund." The sum realized was in excess of \$5,000. Laundry buildings and equipment are included in the new extension program.

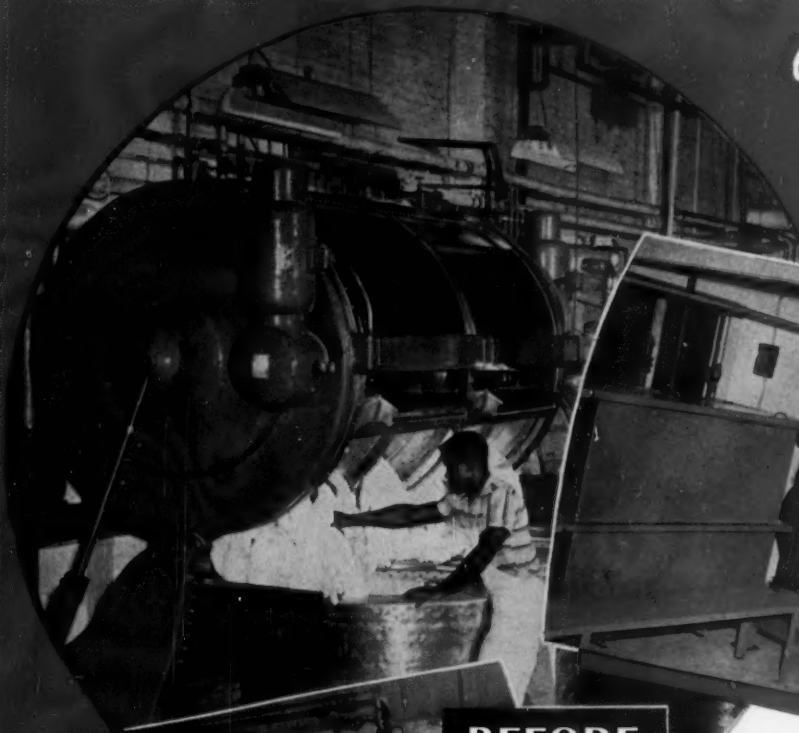
In this picture we see laundry man-

ager Gordon Shepherd and members of his staff examining their attention-attracting diaper line. Pictures of this display of employee enthusiasm appeared in local papers.

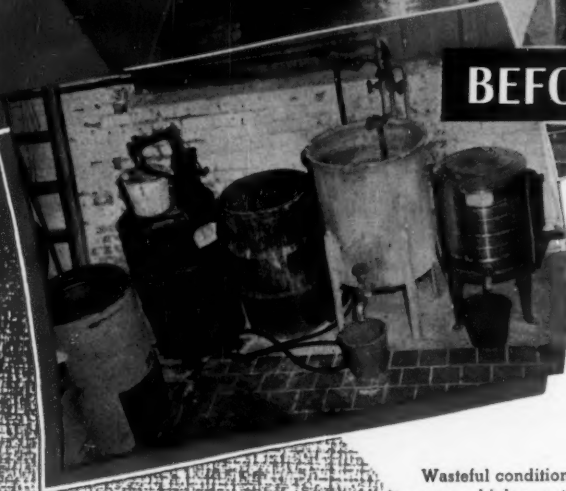
This spontaneous move by employees of St. Joseph's sparked numerous voluntary gifts from citizens and firms in Victoria without the necessity of a formal appeal.

GORDON SHEPHERD
Laundry Manager
St. Joseph's Hospital
Victoria, B. C., Canada

How the **ELLIS** Central Supply System
boosts plant
efficiency



BEFORE



Wasteful conditions
means higher costs

Ellis engineers design and
build a modern line of wash-
room equipment for large
and small plants



AFTER

Compactness and
cleanliness with
the Ellis System

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Two big Ellis Washers, (54 x 108 Open-Pocket Unloading Type), were installed complete with full automatic controls including the Ellis Central Supply System.

Instead of the messy back-room storage, all the washing supplies are now delivered from sanitary tanks direct to the individual washers, automatically metered and timed to the required formula.

No more wasted supplies nor costly cleanup time—washers are serviced accurately and faster—loaded and unloaded in record time—lower operating and maintenance costs—greater capacity in minimum space—work always uniform—and a big saving in man-hours.

These are real proven economies that show up on your profit sheet.

The ELLIS DRIER Co.
2444 NORTH CRAWFORD AVENUE

HEAVY DUTY CHICAGO ONE GRADE

Mr. George W. Kriegh, Pacific Coast Representative of The Ellis Drier Co., 1786 N. Spring St., Los Angeles 31, Calif.

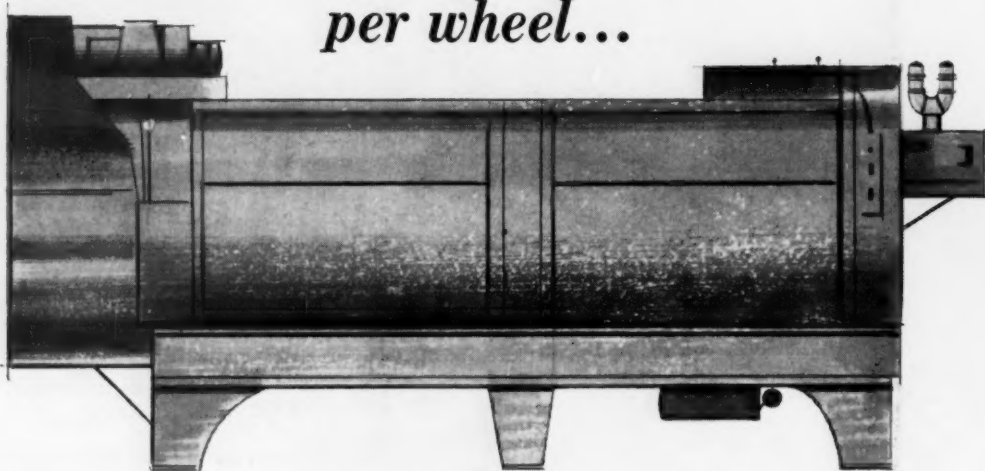
REPAIR PARTS

We carry a complete stock of repair parts for machines formerly manufactured by General Laundry Machinery Company

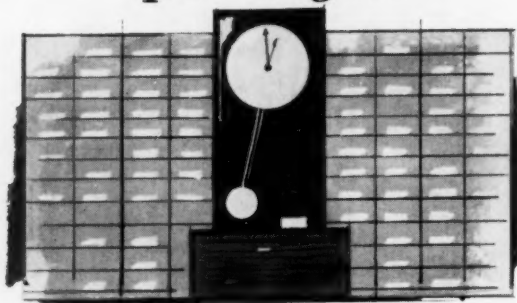
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